

LIFE



SPRING LAMB

MAY 24, 1937 **10** CENTS

Lifetime[®] Feathertouch[®] WORLD'S LOWEST COST PEN

ONLY SHEAFFER HAS ALL SEVEN

VISULATED...LIFETIME[®] GUARANTEE
...2-WAY FEATHERTOUCH[®] POINT...
STREAMLINED BALANCE...ONE-
STROKE VACUUM AND LEVER FILLING,



TAKES IN OVER 400 PER CENT
MORE SKRIP PER STROKE THAN MUL-
TIPLE STROKE PENS...VISIBLE SKRIP
SUPPLY... DRY-PROOF, AIR-SEALED.

The White Dot
Identifies the
Lifetime[®] pen



\$8.50 to \$15

\$8.75
and
\$10

Visulated

A LIFETIME OF SWEET PERFORMANCE —at a few cents a year



Uses
the
Last
Drop

Pen-SKRIP, Successor to Ink, 2 oz.,
15c. Permanent SKRIP makes bet-
ter business
records.

Which is the better buy—ten one-dollar pens, or one Lifetime[®] Feathertouch[®] pen? In a high school, college and business career you can easily wear out and throw away ten cheap pens. But if you live to a hundred your Sheaffer Lifetime[®] will not wear out; it is the only Lifetime[®] pen. Moreover, with the ten pens you can never have the finest. But your Sheaffer will give endless satisfaction, for "Only Sheaffer Has All Seven of Today's Most Desired Pen Features". Read them above. That is why Sheaffer's Lifetime[®], identified by the white dot, is the economical pen to own, the appropriate gift to give for graduations, weddings, birthdays, anniversaries, when this lasting token marks a lasting sentiment. For complete writing comfort, choose Sheaffer's, either Visulated or Vacuum type, each supreme in its field.

All Sheaffer pen points are made of 14K solid gold for longer life and better writing qualities. Some companies are substituting cheap gold-plated brass and steel to increase profits. Have your dealer guarantee the pen you buy has a 14K solid gold point. If you buy a Sheaffer this guarantee is not necessary.

SHEAFFER PENS • ALL COLORS • \$2.75 TO \$20



\$3.50

DRY-PROOF
Desk Set,
with Lifetime[®]
Pen, \$10

SHEAFFER'S

W. A. SHEAFFER PEN CO., FORT MADISON, IOWA • TORONTO, ONTARIO, CANADA

NATIONAL PEN INSPECTION WEEK — MAY 24 TO 29
FOUNTAIN PENS, LIKE FINE WATCHES, SHOULD BE INSPECTED ANNUALLY

★NOTICE! SCRAPBOOK CONTEST EXTENDED TO JUNE 30! FORDS, DE LUXE BIKES, GIVEN! SEE DEALERS!

FREE INSPECTION SERVICE For Your Fountain Pen
Just present this coupon to your nearest SHEAFFER
dealer during NATIONAL PEN INSPECTION WEEK, May 24 to 29,
1937, for FREE INSPECTION SERVICE on your pen.

Name _____
Street Address _____
City _____ State _____

Reg. U.S. Pat. Off.
Copyright, 1937,
W. A. Sheaffer Pen Co.

YOU SAVE 3 WAYS WHEN YOU BUY A PLYMOUTH!



And Plymouth gives you these Extra Features

SAVINGS in operation...savings in upkeep...but this is only part of Plymouth's EXTRA VALUE!

Value in SAFETY...double-action hydraulic brakes...solid all-steel body...the Safety Interior.

Value in COMFORT...extra-roomy "chair-height" seats...low, level floors...new rubber body mountings...air-plane-type shock-absorbers...famous Floating Power engine mountings.

Value in RELIABILITY...for it's the car that *stands up best!* PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.



(1) COSTS LESS TO RUN

Owners who keep records are reporting 18 to 24 miles per gallon of gas...amazing economy in oil, in tires and all items of maintenance.

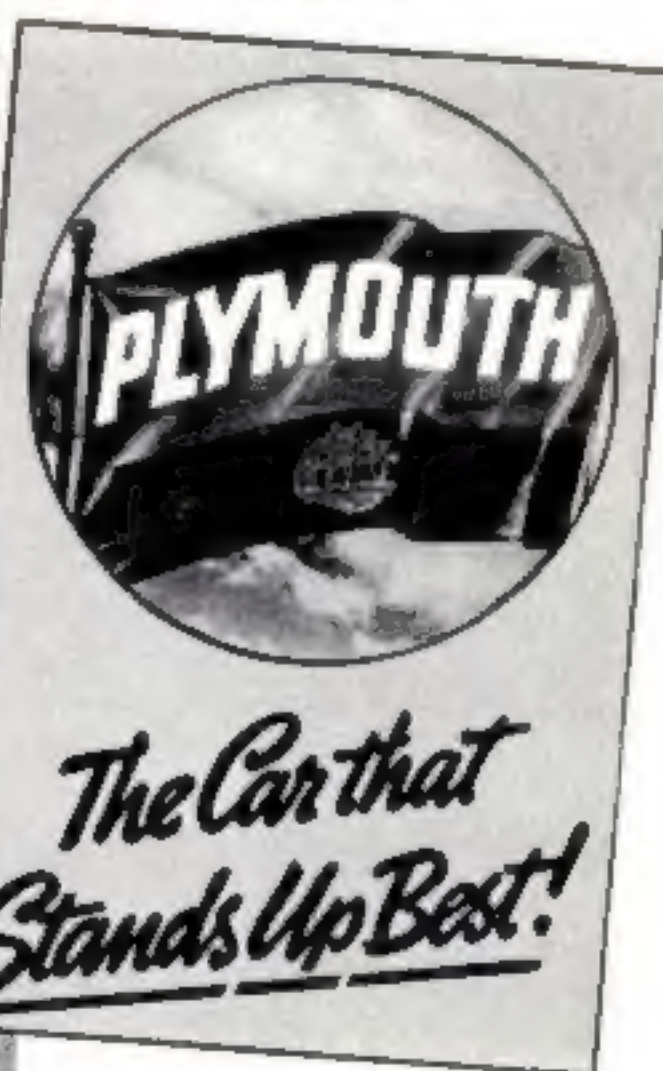
(2) RESALE VALUE—HIGHEST

Look at the used-car ads in your newspaper—or ask any used-car dealer. Plymouth has the highest resale value of "All Three" low-priced cars.



(3) REPAIR BILLS LOWEST

Says F. P. Wulp of New Rochelle, N. Y., who owns a taxi fleet: "My first Plymouth saved me so much that now all my taxis are Plymouths."



TAKE THIS BIG 1937 Plymouth out for a trial spin...give it your own test. Model shown is the DeLuxe Four-Door Touring Sedan.

PRICED WITH THE LOWEST

The Commercial Credit Company has made available—through DeSoto, Chrysler and Dodge dealers—terms which make it easy to buy a new Plymouth today.

TUNE IN MAJOR BOWES' AMATEUR HOUR—Columbia network, Thursdays, 9 to 10 p. m., E. S. T.

PLYMOUTH BUILDS GREAT CARS

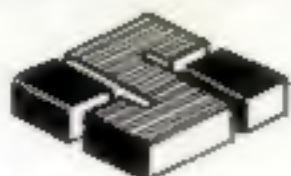
This One



9F1Y-P1F-P1X9

SEIBERLING

TWO TREAD



AIR COOLED TIRES

TIRE SAFETY

you can see!

Safety... because this amazing tire has *two treads* instead of only one. The Seiberling Air-Cooled Tire *can't wear smooth!* After the first tread has given you the full anti-skid mileage you have learned to expect, *a second tread appears.* A deep, tough, traction-giving tread that will keep your car safe and sure-footed for thousands of *extra miles.*

Safety... because this tire cools itself as it rolls. Air channels pass directly through the *tread.* Fresh, cool air flows in. The deadly destructive heat that causes most blowouts is forced out.



NEW TIRE



20,000 MILES



40,000 MILES AND UP



TIRE SAVINGS

you can see!

Savings... because in this patented* tire Seiberling gives you *nearly double* the amount of tread-rubber used in ordinary tires. The first tread—*alone*—gives you the safe mileage of ordinary tires. The mileage of the second tread costs you practically nothing.

Savings... because the many thousands of extra miles you get in the second tread cut your tire costs practically in half. Delighted users everywhere report that they are getting *twice the mileage to which they are accustomed.*

So... for safety's sake—and real economy—see the nearest Seiberling dealer. He has Seiberling Two-Tread, Air-Cooled Tires in all sizes for both passenger cars and trucks.

SEIBERLING ALSO MAKES

a complete line of single tread tires. While they do not have air cooling, they do have other exclusive features. Their average mileage is above that of ordinary tires, yet they cost no more.

*The Air-Cooled Tire is covered by 8 U. S. patents.

THE SEIBERLING RUBBER CO. • AKRON, OHIO, U. S. A.



Seiberling Rubber Company of Canada, Ltd., Toronto, Canada

Look for this symbol in your phone book when you want first quality tires—sold and serviced by Seiberling independent dealers only.

GREASE IS GRAND for fried potatoes

—but you don't want to fry your automobile! And yet, if you drive in any old place and just say "Grease the car", you're likely to put that valuable possession on the pan—if not in the fire itself. Good lubrication will save you more in actual coin of the realm than you can ever hope to "save" through cheap grease and cheap greasers. To give your car the lubrication it deserves, make certain of getting the correct lubricant for every moving part of the car—and make certain that these lubricants are correctly applied. Go where HYVIS Mileage-Metered Motor Oils and Lubricants are used. There you'll also find the equipment and experience to do a real job of lubrication. Examples of such places are shown in the illustrations on this page.

HYVIS Mileage-Metered LUBRICANTS

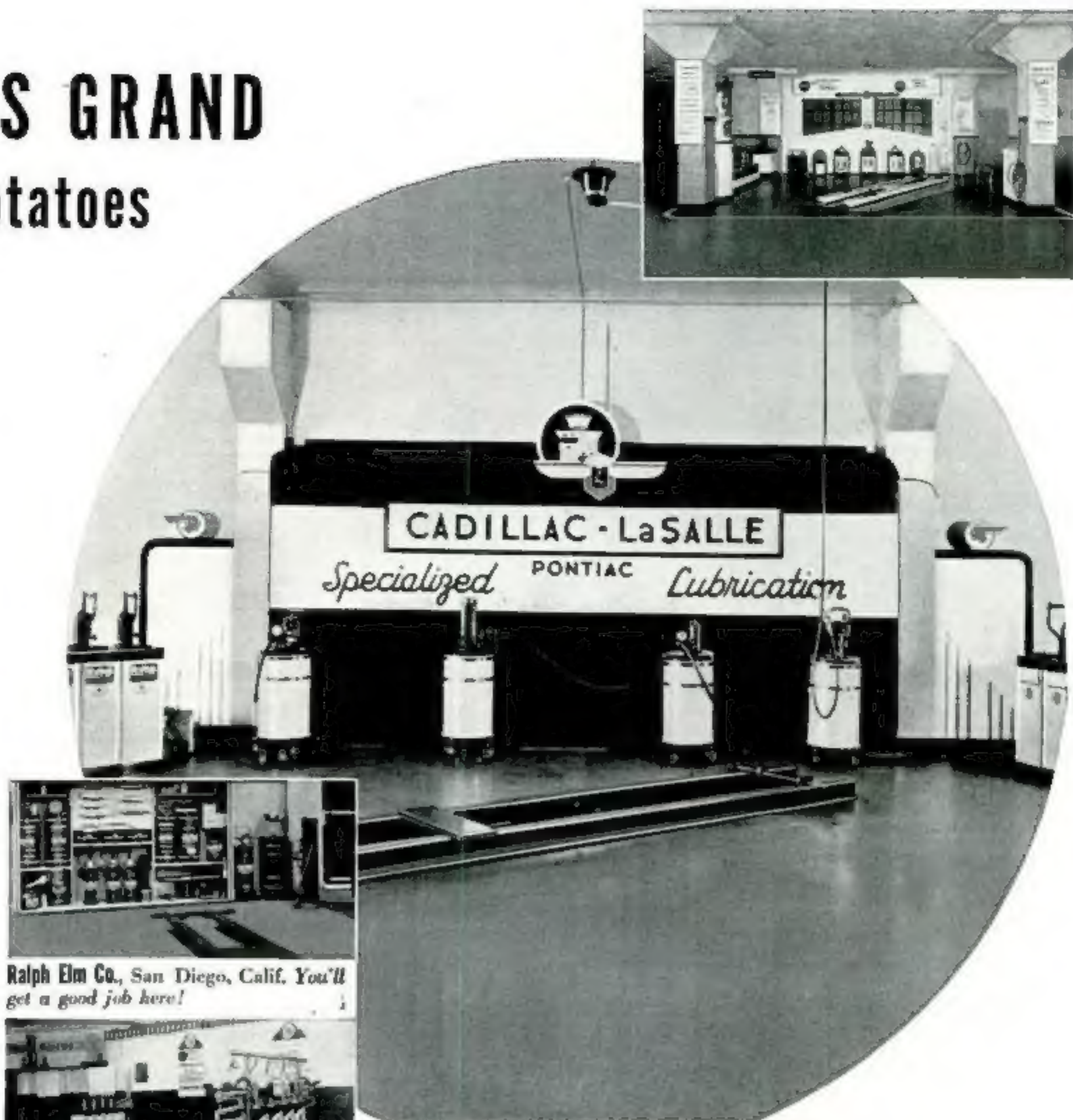
TRADE MARKS REG. U. S. PAT. OFF.
Identified by the Pennsylvania Grade Crude Oil Association Emblem, Permit No. 4

HYVIS Mileage-Metered Motor Oils are 100% pure Pennsylvania. In the heavier HYVIS lubricants, you will find the only complete line of automotive lubricants in which a finished, highly-refined Pennsylvania Motor Oil is used. Designed to give your car the lubrication its manufacturer would prescribe, HYVIS offers the safest and most simplified system of lubrication that you could ask for. Your speedometer mileage and the chart below tell you all you need to know about oil for the crankcase; and any HYVIS dealer will gladly explain to you the HYVIS Lubrication Cycle, which assures proper lubrication for the chassis and body of your car. If none of the dealers listed here is located near you, write to HYVIS Oils, Inc., Warren, Pa., for the address of a dealer convenient to your home.

for 3-figure mileage	up to 999	use HYVIS 3
for 4-figure mileage	from 1000 to 9999	use HYVIS 4
for 5-figure mileage	from 10000 to 29999	use HYVIS 5
over 30,000 miles	from 30000 to reboring	use HYVIS 6

(After reboring always count mileage as if car were new at that time.)

The HYVIS Mileage-Metered Chart shows you at a glance what motor oil your car requires at any point in its lifetime. HYVIS matches oil to motor wear.



Ralph Elm Co., San Diego, Calif. You'll get a good job here!



Stearns Motors, Buick Dealer, Wilkes-Barre, Pa. Another safe bet!

Northwest Motors, Inc., Cadillac-LaSalle-Pontiac Dealer, Seattle, Wash. Lubrication is a business here! Upper right: Yeager Motor Co., Buick Dealer, South Bend, Ind. Lubrication Specialists!

A few of the 15,000 places to go to get HYVIS Mileage-Metered Lubrication. This partial list is typical of the outstanding dealers featuring HYVIS.

ABERDEEN, WASH. City Center Service
ABILENE, TEXAS Connolly Brothers
ALBUQUERQUE, N. M. Brown Motor Co.
AMSTERDAM, N. Y. Irvin Hughes
ARTUR, N. D. Arthur Garage
BAKERSFIELD, CALIF. DeVore's Super Service
BILLINGS, MONT. Yellowstone Service Station
BOISE, IDAHO Campbell-Simpson Motor Co.
BRAWLEY, CALIF. Plaza Service Station
BRECKENRIDGE, TEXAS Davidson Motor Co.
CASTER, WYO. Butler Service Station
CHATTANOOGA, TENN. Auditorium Garage
CULVER CITY, CALIF. Hall Motor Co.
DANVILLE, KY. Crook Hunt Motor Co.
DENVER, COLORADO Weldon's Service Station
DETROIT, MICH. Stark Hickey, Inc.
DEVILS LAKE, N. D. Harry E. McHugh, Inc.
EAU CLAIRE, WIS. Brenden's Trakside Oil Co.
ELBA, NEBR. Homelander Bros.
EL CENTRO, CALIF. Simpson's Service Station
ELGIN, ILL. McBride Bros., Inc.
ERIE, PA. Shades Auto Service
FT. BLISS, TEXAS Post Exchange
FT. SMITH, ARK. Ben's Garage
GRANDFIELD, OKLA. Medlock Motor Service Co.
GRAND ISLAND, NEBR. Todsen Bros. Garage
GREAT FALLS, MONT. Fladery's Garage
HARTFORD, CONN. Empire Auto Service
HELENA, MONT. Lockey's Service Station
HOLLYWOOD, CALIF. Charles Schonlaw
IDAHO FALLS, IDAHO Oden Motor Supply Co.
KANSAS CITY, KANSAS Hoffman's Service
KENNETT SQUARE, PA. Downingtown Motor Co.
KNOXVILLE, TENN. Knoxville Buick Co.
LARAMIE, WYO. Laramie Tire & Vulcanizing Works
LAWTON, OKLA. Community Oil Co. No. 3
LEAVENWORTH, KANSAS Leavel Motor Co.
LEXINGTON, KY. Charlie Sturgill Motor Co.
LINCOLN, NEBR. Lloyd E. Gates
LONG BEACH, CALIF. Hawthorne Motor Co.
LONGMONT, COLORADO Cleland Motor Co.
LOS ANGELES, CALIF. Greer Hobbs Co.
MASSILLON, OHIO Clancy's General Tire

MODESTO, CALIF. Garlock & Carey
MOOREHEAD, MINN. Smith Motor Co.
MOUNT VERNON, N. Y. Jefferson Garage
MUSKOGEE, OKLA. Coffeen-Forster Motor Co.
NEWARK, N. J. Ed Morganstern
NEW YORK, N. Y. Soileito Service Station, Bronx
ODGEN, UTAH Atlas Oil Co.
OKLAHOMA CITY, OKLA. Turner Service Station
ONEIDA, N. Y. Onelda Motor Car Co.
ONTARIO, OREGON Scribner & Adams Motor Co.
PALO ALTO, CALIF. Shaw Motor Company, Ltd.
PELICAN RAPIDS, MINN. Lee Chevrolet Co.
PEORIA, ILL. Dial Super-Service
PHILADELPHIA, PA. A. F. Girard, Inc.
PHOENIX, ARIZONA R. D. Roper & Sons Co.
POCATELLO, IDAHO Rush Motor Co.
PROVO, UTAH Eds Traher Motor Co.
ROCHESTER, N. Y. Placher Motors, Inc.
SAGINAW, MICH. Garber Buick Co.
SALISBURY, MD. Oliphant Chevrolet Sales, Inc.
SAN ANGELO, TEXAS Seibach Motor Co.
SAN DIEGO, CALIF. Ralph Elm Co.
SAN FRANCISCO, CALIF. Tip Top Garage
SANTA ANA, CALIF. George Dunton
SCHENECTADY, N. Y. Coppola & Dawson
SEATTLE, WASH. Northwest Motors, Inc.
SOUTH BEND, IND. Yeager Motor Co.
SPOKANE, WASH. Rolfe's Super Service Station
SYRACUSE, N. Y. Gane's Garage
TROY, N. Y. Frank J. Durocher
TULSA, OKLA. H. E. Reynolds
VALLEJO, CALIF. E. R. Schmutz
VAN HUSEN, ARK. Rhodes Chevrolet Co.
WATERLOO, IOWA Repas Auto Co.
WATERVLIET, N. Y. Walton Motors
WEST CHESTER, PA. Sellbust Chevrolet, Inc.
WINCHESTER, KY. Harrod-Early Chevrolet, Inc.
WILKES-BARRE, PA. Stearns Motors
WILLMAR, MINN. Amundson & Evans
WOONSOCKET, R. I. Super Service Garage
YAKIMA, WASH. Cody's Service
YONKERS, N. Y. Hollow Auto Supply

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You can't get it every place yet

Like Life—Foot Youth may be hard to get

(We have just started national distribution)

But... IF YOU DON'T WANT
TO WAIT TO HAVE YOUR FEET
FEEL GOOD... SEND FOR A TUBE OF
FOOT YOUTH TO TIDE YOU OVER

SEEBASCO CORPORATION, RICHMOND, VA.

Gentlemen: My druggist hasn't yet received his
FOOT YOUTH. So send me a tube. Enclosed find 50 cents.
(65c in Canada)

Name _____

Address _____

City _____

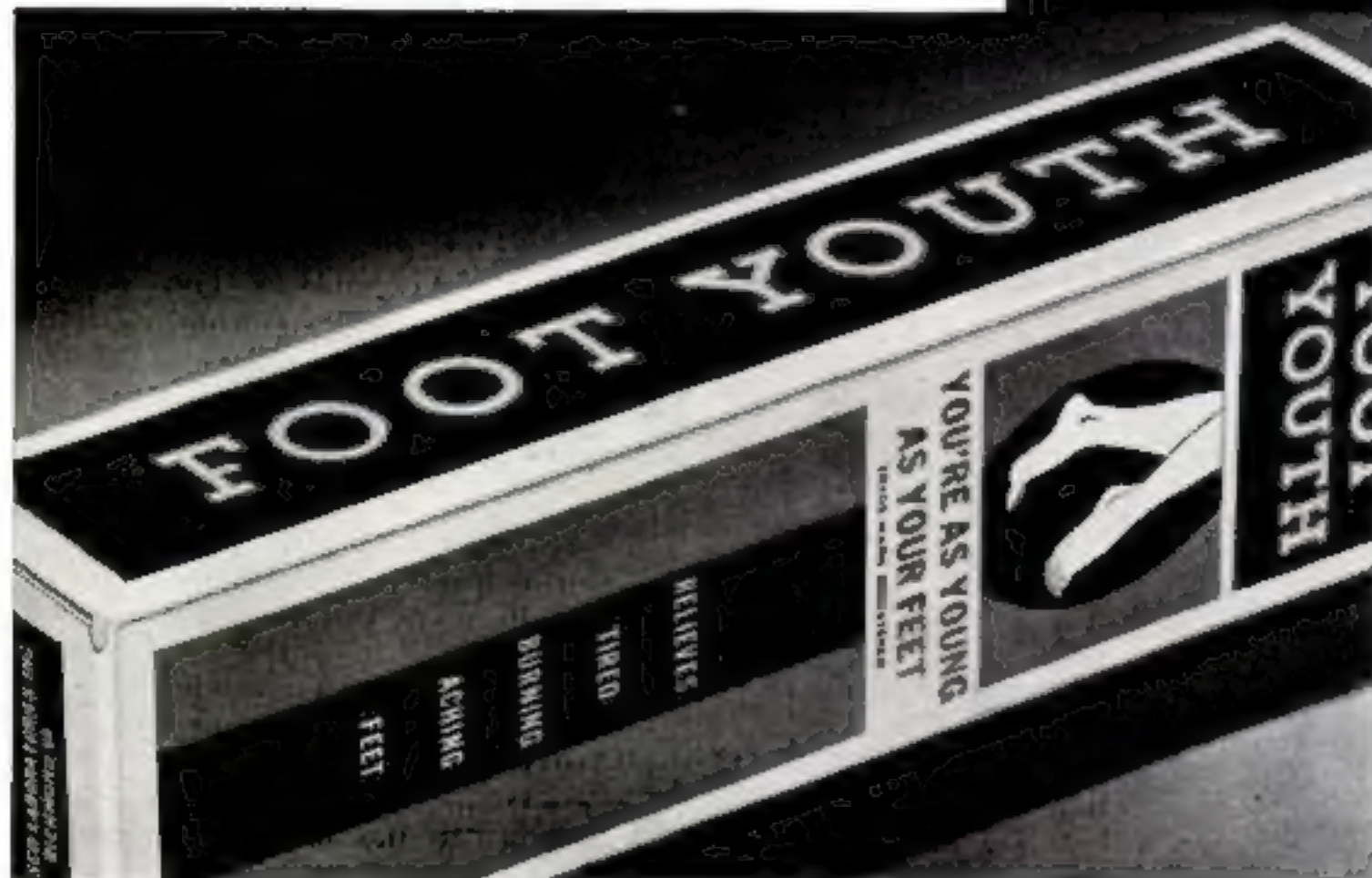
State _____

WE TRIED TO LEAVE
ENOUGH ROOM TO WRITE

Our advertising and marketing friends told us NOT to advertise until our product had distribution.

But our friends, who swear by Foot Youth, urged us to go ahead anyway... They insist that men and women who have any trouble with their feet tiring, burning, or itching or being subject to corns or callouses or athlete's foot, don't stand on ceremony when they hear about a product that gives relief. They say that people who try one tube of Foot Youth, will take care of the distribution part all right—"Just let them know about Foot Youth."

As you see, we took the advice of the "foot sufferers" instead of the experts. So here's the story of Foot Youth—and if your druggist hasn't got it, we hope you use the coupon, or if you dislike to cut your copy of LIFE, just write "Send Foot Youth" on a piece of paper and send it along with fifty cents. Then if you like Foot Youth, we know you'll ask your druggist to stock it for you.



FOOT YOUTH... How to use it: You squeeze some out of the tube and use it just like a soap on your feet. You do it when you take a bath—or whenever you wash your feet. The more you scrub and rub the more lather it makes and the more good it does... There is a little foot and toe brush in every package. Use it for that extra swell feeling... With Foot Youth you do take care of your feet because there is no extra operation. Nothing special to do. No salves, no powder, no soaking—no nothing. You just wash your feet with Foot Youth whenever you bathe.

FOOT YOUTH... What it does: Most people say it makes them feel like dancing for joy. Actually, it does a couple of things. First it takes away tiredness and burning and any possible odor. Then it begins the real job of making your feet healthy so they can get rid of corns and callouses and athlete's foot—and stay rid of them. It's the only way to keep your feet young. Give them just this fraction of the special care you give your face and you'll feel young all over.

FOOT YOUTH... What it is: It is a special formula of medicants and anti-septics compounded especially for feet that spend most of their time in shoes. Up until now we have offered it for sale only in a couple of eastern cities. During the past year Foot Youth has found such favor with users and chiropodists that we offer it to you with full confidence that you will also become a valued customer.

Look at LaSalle!

V-8

CADILLAC
MOTOR



THE NEW LASALLE WAS MEANT FOR YOU!

Have you ever thought—"I'd surely like a LaSalle. But I can't afford it!" If you have, get out your pencil and let's do some figuring.

You can buy a LaSalle V-8 for as little as \$1095.* This is the *delivered* price at Detroit, and includes *all* standard accessories. You need add only transportation, plus state and local sales taxes (if any), to arrive at the cost of a LaSalle V-8 *delivered in your city*.

Very likely, your present car will make the down payment on a new LaSalle. The balance you can pay in easy monthly installments to suit your purse.

If you can afford *any* new car, the chances are you can step on up to LaSalle.

And once you learn what LaSalle has to offer, you'll certainly want to take that step. LaSalle, you know, is built by Cadillac—and is powered by a 125-horsepower V-8 Cadillac engine.

Why not ask your dealer to appraise your present car—and give you the exact amount of your monthly payments on a new LaSalle? He will be glad to do this—without the slightest obligation on your part.

\$1095*

AND UP

P.S. Don't worry about operating costs, either. The new LaSalle is very easy on gasoline and oil—and it's so well built that it does a great job keeping out of the service station.

Copyrighted material



Home of Phil E. Schmutzler, President, National Ice Company, Mansfield, Ohio, where Iron Fireman cut fuel bills 22%.

Automatic Coal Heat is Best

THEY quit hand-firing in the home of Phil E. Schmutzler—got on the automatic side—installed an Iron Fireman automatic coal burner for luxurious, self-regulating automatic heat. Fuel bills have dropped 22%. Room temperatures have been held steady, at the exact degree wanted, night and day. Mrs. Schmutzler is so well pleased with the way the house is heated—with the clean, quiet operation—that she would rather give up any other electrical appliance than part with Iron Fireman.

Iron Fireman can do the same for you—furnish thorough, uniform, automatic heat for less money.

Operated by electric controls, Iron Fireman feeds coal to the fire in just the right amount to maintain desired room temperatures. It is clean, quiet, safe. It makes substantial savings over other types of automatic fuels, and actually costs less than hand-firing.

Install Iron Fireman Now

Iron Fireman is equally at home in a small cottage or a large residence; in a warm air furnace, or in a hot water, steam, or vapor-vacuum boiler. Burns small, low-cost sizes of coal. No waste—soot, smoke, dust or film. Iron Fireman soon pays for itself—in comfort, health, reduced labor and fuel bills. It leads the field in fine design and sound construction. Installation can be made quickly. Purchase may be made on a convenient monthly payment plan. Call your nearest dealer today. Ask for a free survey of your firing needs and cost estimate. Or write for literature. Iron Fireman Mfg. Company, Portland, Oregon; Cleveland, Ohio; Toronto, Canada. Dealers everywhere.



No coal handling. No dust. No dirt. Iron Fireman's Coal Flow model feeds coal direct from bin to fire—changes the basement into a clean, usable, livable place.



IRON FIREMAN AUTOMATIC COAL BURNER

IRON FIREMAN MFG. CO., 3200 W. 106th Street, Cleveland, Ohio

- ☐ Send literature
☐ Make firing survey

- Type of plant: ☐ Commercial heating
☐ Power ☐ Residential

Name _____

Address _____

LETTERS TO THE EDITORS

Harlow

Sirs:

All my life I have sighed every time I have seen a picture of Jean Harlow, yes, even a bad one. But to put a picture like that on the front of LIFE breaks my heart.

RAY BRUNKOW
Portland, Ore.

Sirs:

Harlow was indeed off guard and off balance in that cover photo of May 3, but how, O how, will the seconds of smart dress explain away the seam in that left stocking?

BILL ADAMS
The Lynchburg News
Lynchburg, Va.

Avalon Street Scene

Sirs:

The picture gracing the top right corner of page 35 of the May 3 issue of LIFE is not a "Hollywood Street Scene." If I couldn't show you the identical fountain in Avalon, Catalina Island, I'd eat these words cast in concrete letters twenty feet high.

LEWIS M. DAVIS JR.
Troy, N. Y.

Sirs:

The streamlined young lady and her boy friend are far from any Hollywood street scene. They're at one of the highly ornate fish ponds in Avalon, Santa Catalina Island.

R. C. CLEMMER
Long Beach, Calif.

G.P.F.

Sirs:

Page 37 of your April 26 issue carries some excellent military pictures, but (upper left) a deplorable mistake. "G. P. F.," the split-trail, rubber-tired, 155-millimeter French gun, was so named by contraction from "Grande Puissance Filloux" (high power Filloux) after its designer Major Filloux, of the French Army. "Grande puissance de feu" means only "high power of fire"—a meaningless designation. Possibly your caption writers are short on artillery experience, as well as French. Besides, an able and distinguished officer loses his proper due.

ROGERS MacVEAGH
formerly 1st Lieut. 348th
F. A., U.S.A. (armed with
G.P.F.'s), A.E.F.
Yeon Building
Portland, Oregon

Scientific

Sirs:

May I add just another brief word of congratulation for the best value in magazines that has yet appeared. Busy as I am in scientific research I find that LIFE keeps me abreast of current events through the enjoyable medium of superb photography. I have read every LIFE issued from cover to cover and keep a loose leaf, classified index of all LIFE's picture subjects.

PETER M. MILLMAN
David Dunlap Observatory
Richmond Hill, Ont.

(continued on page 9)



Put **LIFE**
in the kitchen
with...



Sunbeam Automatic MIXMASTER

THE BEST FOOD MIXER MADE

It's a pleasure to cook, bake and get the meals when your food mixer is MIXMASTER—the pride and joy of over a MILLION enthusiastic owners. Mixmaster is the sturdy, MORE POWERFUL food mixer that's easier-to-use and built to last. Only Mixmaster has all such advantages as Full Power automatically maintained on all speeds (Beaters hold the speed you set them for—won't slow down as batter thickens)—big FULL-MIX beaters for greater aeration, finer results—a choice of colors (ivory-and-green or black-and-white) to fit your own kitchen color scheme.

Sunbeam SILENT AUTOMATIC TOASTER



The most perfect-toasting toaster made. Silent! Entirely Automatic! Current shuts off when toast is done but the toast remains hot in the toaster oven until you touch a lever and take it. Toast as you like it—light, medium or dark—and hot always. Times the toasting of each slice individually—the same uniform deliciousness from first slice to last. The outstanding Automatic Toaster value!

THESE APPLIANCES ARE ALL
Sunbeam
THE BEST ELECTRIC APPLIANCES MADE

MR. DEEDS REALLY "GOES TO TOWN"



Yes, it's actually Gary Cooper, stepping out of a Smart, New De Soto!

HOLLYWOOD! PARAMOUNT STUDIOS' Stage No. 3...swarming with extras, prop-men, cameramen, stars. Suddenly, a gong. *Silence!* The blinding flash of batteries of Klieg lights. Call-boys sing out, "Mr. Cooper—ready for you, Mr. Cooper."

Out of a new De Soto steps the unforgettable star of "Mr. Deeds Goes to Town"...and another great picture, "Souls at Sea," is on its way.

STROLL DOWN the studio streets...along Malibu Beach...up and down the boulevards...just count the De Sotos flashing by! Glamorous Hollywood has taken this low-priced car to its heart.

It wasn't an easy conquest. Here were people who demanded the finest and could pay the price. But De Soto

competed, side by side, with the smartest cars in America—and won!

Won—with something new in design...a flash, a certain flair that no car ever had before. Won—with a ride as smooth as gliding, and just as exhilarating! Won—hands down, on safety, room, comfort, bigness.

Step up, and get De Soto's appeal yourself. The price? Far less than you imagine! With the new, low price, De Soto is just a few dollars above the lowest!

And those few dollars bring you the year's finest fine-car features: New airplane-type Shock-Absorbers. Complete Sound-Proofing. All-Steel Body. Safety Interior. Genuine Hydraulic Brakes. Independent (knee-type) front wheel springs. Hypoid rear axle.

Economy? Prepare for a surprise...De Soto costs

less to operate than most small cars! And that's a matter of record with thousands of owners. De Soto's new 93-h.p. "Economy Engine" makes it possible.

Tomorrow...go to your dealer...get behind the wheel and "go to town" yourself! Ask for the Official Commercial Credit Company Finance Plan. DE SOTO DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

DE SOTO

*Now Priced just
above the Lowest*

AMERICA'S SMARTEST LOW-PRICED CAR

FREE \$30,000 CASH

and 15,000 PAIRS of \$1.35 Silk Stockings
(GOTHAM GOLD STRIPE ADJUSTABLES)

6 Big Weekly Contests

ENTER EACH WEEK . . . 7530 PRIZES IN ALL!

**FIVE \$1000 CASH PRIZES
EACH WEEK**

**ALSO EACH WEEK 1250 PRIZES OF 2 PAIRS OF
\$1.35 GOTHAM GOLD STRIPE SILK STOCKINGS**

\$30,000 CASH! 15,000 pairs of Gotham Gold Stripe Adjustables!—offered as prizes in these 6 thrilling contests—so you can discover what marvelous wear you get from fine stockings washed with pure Ivory Flakes.

Gotham "Adjustables" were chosen as prizes because they look beautiful and fit beautifully. They have an exclusive patented feature—7 inches of length adjustment, so they fit you whether you are short, average or tall!



WIN! START NOW! COMPLETE THIS SENTENCE:

"I use Ivory Flakes for washing my silk stockings because-----"
(IN 25 ADDITIONAL WORDS OR LESS)

GOING-GOING—a simply thrilling array of prizes! 30 chances to win \$1,000! 7500 chances to win 2 pairs of luxurious Gotham Adjustables always sold at \$1.35 a pair!

Come! Here's a chance to tell what you know about the extra-safety of pure Ivory Flakes! You probably

know from personal experience how gentle Ivory Flakes are to colors, how safe they are for stockings because Ivory's famous purity keeps the silk springy and strong.

So don't hesitate. This is such an easy contest! Enter now—enter each week. Only 25 words or less may bring you one of the 7530 generous prizes!

Such an easy contest!

Why, a sentence-ending as simple as this one can win one of the 5 thrilling \$1,000 cash prizes offered each and every week:

"I use Ivory Flakes for washing my silk stockings because my stockings keep their color and they wear longer, too, when they're protected by the purity of Ivory Flakes."

See how easy it is! Just sit down and let yourself talk. It's your experience we want, not fancy words. Write as to a friend. Because Ivory Flakes are your

friend—made from Ivory, the soap that mother probably used for you in your baby days! And today Ivory Flakes give you 7530 chances to win a thrilling prize!

Listen to these RADIO PROGRAMS for more CONTEST NEWS!

"THE O'NEILLS"	"MARY MARLIN"
10:00 A.M. NBC Blue Network; 2:45 P.M. NBC Red Network	11:15 A.M. NBC Red Network; 4:00 P.M. NBC Blue Network

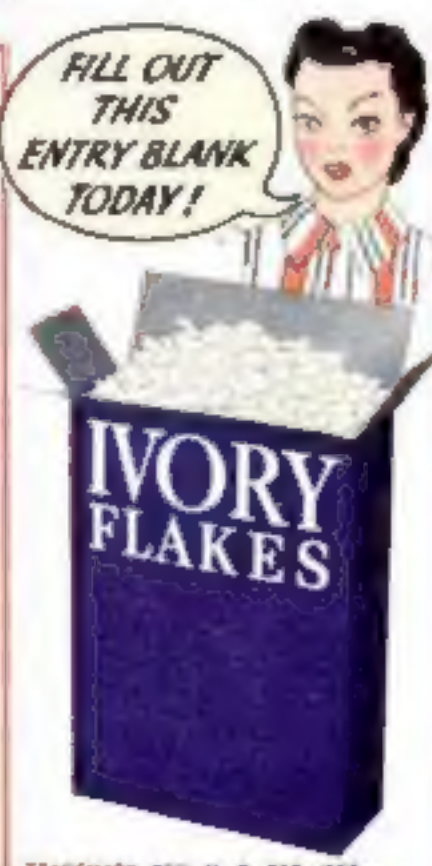
(All times Eastern Standard Time)

ENTRY BLANK

"I use Ivory Flakes for washing my silk stockings because-----"

(FINISH THIS SENTENCE IN 25 ADDITIONAL WORDS . . . OR LESS)
IVORY FLAKES, Dept. LE-57, Box 828, Cincinnati, Ohio
I attach the top from one box of Ivory Flakes (or facsimile).
My stocking size is-----

NAME-----
STREET-----
CITY-----STATE-----
My dealer's name is-----



FOLLOW THESE RULES

1. Finish the sentence shown on the entry blank in 25 additional words or less. Write your sentence on entry blank, or on one side of a sheet of paper, signing your name and address. Give the name of the dealer who sold you Ivory Flakes.
 2. Attach the top from a box of Ivory Flakes (or a facsimile) to your entry. Mail to IVORY FLAKES, Dept. LE-57, Box 828, Cincinnati, Ohio.
 3. There will be 6 weekly contests, each with a separate list of prizes. Opening and closing dates are as follows:
- | | OPENING | CLOSING |
|--------------|--------------|--------------|
| 1st Contest— | Now | Sat. May 29 |
| 2nd Contest— | Sun. May 30 | Sat. June 5 |
| 3rd Contest— | Sun. June 6 | Sat. June 12 |
| 4th Contest— | Sun. June 13 | Sat. June 19 |
| 5th Contest— | Sun. June 20 | Sat. June 26 |
| 6th Contest— | Sun. June 27 | Sat. July 3 |
4. Entries for each week's contest must be postmarked before Saturday midnight. Entries will be entered in each week's contest as received.

5. Enter each week's contest as often as you choose.

6. Entries will be judged for clearness, sincerity, and individuality of thought. Your own words are most important. Fancy entries will not count extra. Contests judged by Miss Elsie Rushmore, National Contest Consultant, and her associates. Duplicate prizes awarded in case of ties. Entries, contents, and ideas therein become the property of Procter & Gamble. No entries returned.

7. Anyone may compete except employees of Procter & Gamble, their advertising agencies, and their families. Contests limited to the United States and subject to Federal, State and Local regulations.

8. Prizes in each weekly contest are: Five first prizes each of \$1000 cash. Twelve hundred and fifty additional prizes of 2 pairs of Gotham Gold Stripe Adjustables "Radiance" shade, proper size.

9. Each dealer mentioned by the 30 cash prize-winners will also receive \$50 in cash.

10. All \$1000 prize-winners will be announced shortly after each contest closes, over "The O'Neills" radio program and "Mary Marlin."

SPEAKING OF PICTURES. . .



The big trouble that Mr. Bourges found in photographing the Akeley groups was getting rid of the reflections of his lights on the glass fronts of the exhibits. Above, Mr. Bourges on ladder orders a change in lights in a vain effort to reduce the glaring reflection. Strong light was needed so that the color camera could catch the exhibit's detail and illusion of depth.

It was no use putting lights in front of the glass. Mr. Bourges learned this by the time he was ready to photograph the gorilla group (right). He put his strong lights up above the exhibit (opposite page), left only weak ones on the side. On his ladder now, he is getting his plates from Assistant McIntyre. The hand that appears just above the Bourges knee belongs to Assistant Borst who is wiping off fingerprints that Bourges left on the glass (opposite page, top).



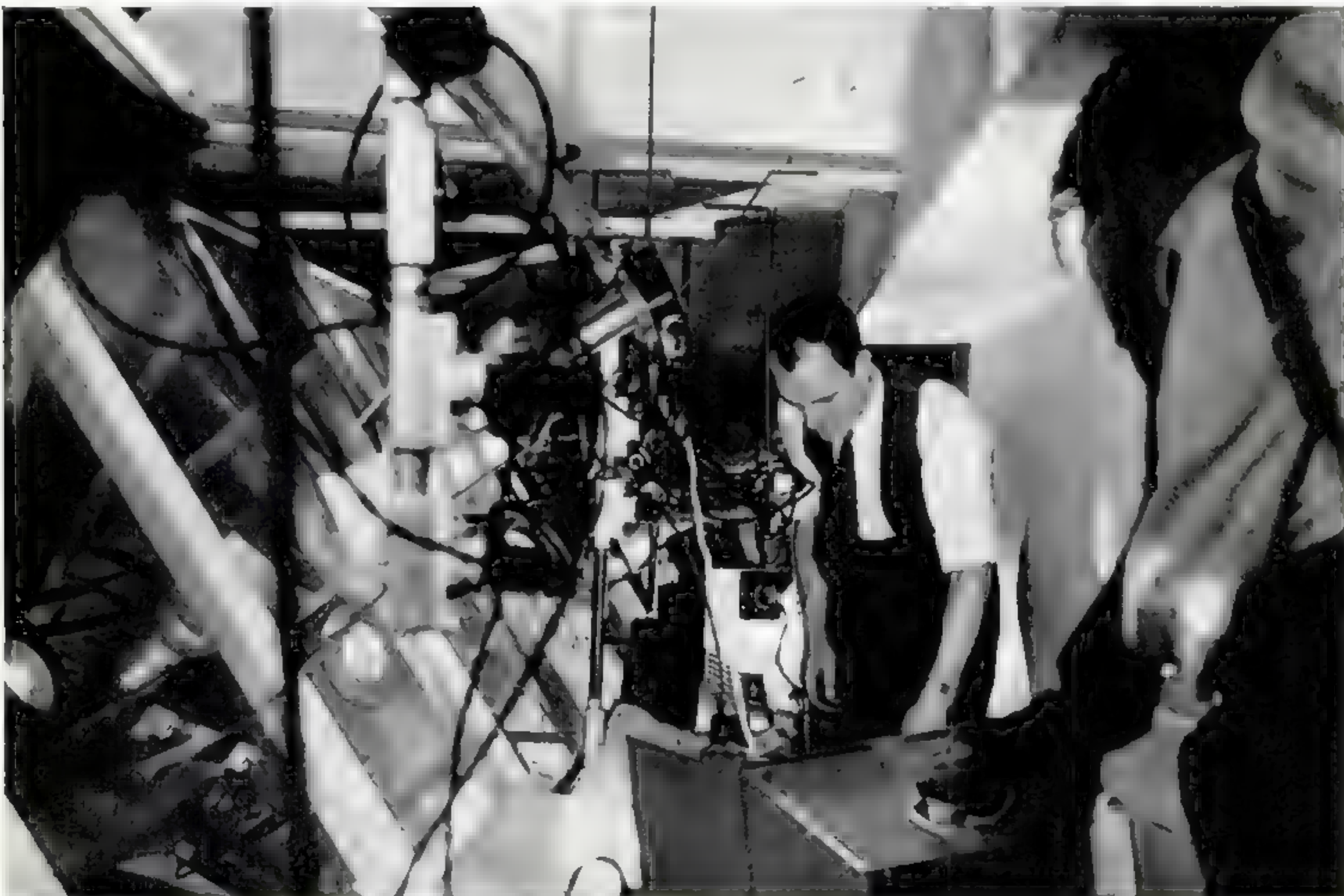
... TAKING MUSEUM COLOR SHOTS IS TOUGH



Mr. Fernand Bourges and four assistants arrived at the American Museum of Natural History in New York at 5 p. m. on a recent afternoon to do the simple and routine job of taking color photographs of the Museum's Akeley habitat groups for LIFE. Mr. Bourges figured the job would be a matter of about an hour and a half's work. It turned out to be something more than he bargained for. In front of each group was a heavy plate glass which threw back the reflection of any light Bourges placed in front of it. The obvious way to remove the reflection was to remove the glass but the museum, which obliged in everything else, would not take the glass off. The flora and fauna in the exhibits were hermetically sealed in. Any exposure to air and moisture would cause disintegration. So Mr. Bourges had to maneuver his lights. He pushed them right and left, high and low. He finally gave up the whole idea of having lights shine on the exhibit from the front, sent his assistants up to the torrid catwalk on top to light them from above. It took only ten minutes for focusing and making the exposures. But preparations were so long that it was five hours before the hour and a half's job was done and Mr. Bourges was ready with the pictures that the readers of LIFE can see on pages 57, 58 and 59. The photographs on these pages are published to show how tough a perfectly simple job can be.

"Out, damned spot" is what an amused Shakespearean might say at this point (*left*). Mr. Bourges, neither Shakespearean nor amused, is resigned to never getting the reflected spots out of the group's glass front. He has sent his assistants up on the catwalk (*below*) to light the scene from above. Here he is trying to give orders by shouting and tapping on the thick glass.

On the catwalk above the exhibit (*below*), Assistants Borst and McIntyre are pouring 8,000 watts of light on the Water Hole scene. With only the museum's regular lights on, the catwalk is a hot place. With the added light, temperature shot well up over 100 degrees. It was not only hot but also irritating trying to catch instructions that Bourges was yelling from below.



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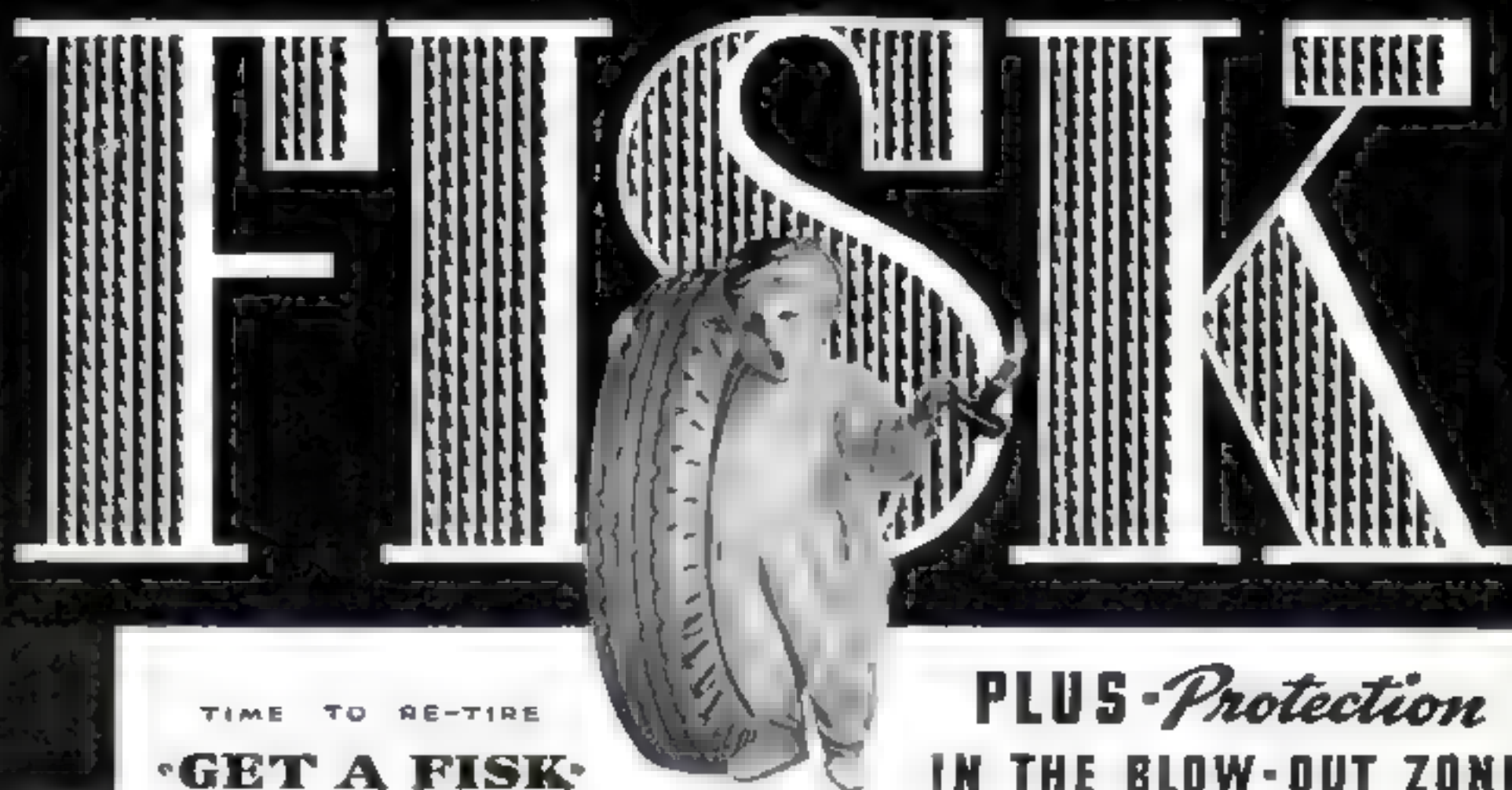
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SPEAKING OF PICTURES (continued)



All set now for his picture, Mr. Bourges finally tilts and focuses his camera. Mr. Bourges didn't consider the Akeley job very hard—simply tedious. Color photography is an old game to Mr. Bourges, who has been taking color pictures for thirty years. In the past ten years, he guesses that he has taken about 4,000 of them.



Four hundred pounds of camera, lights, plates, tripods and miscellaneous equipment went along with Mr. Bourges and his four assistants to the museum. Here is Mr. Bourges at the sad and baffled moment that confronts every photographer when, his job over, he wonders how he will get everything back in his suitcases.



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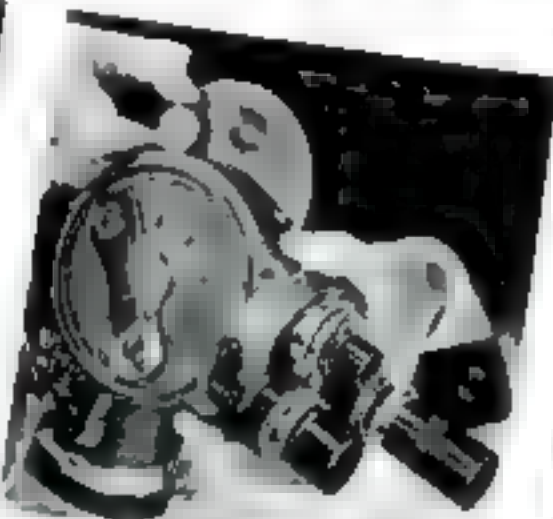
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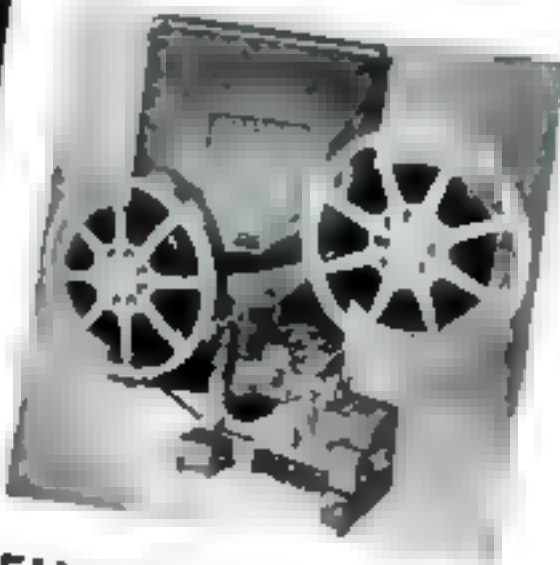
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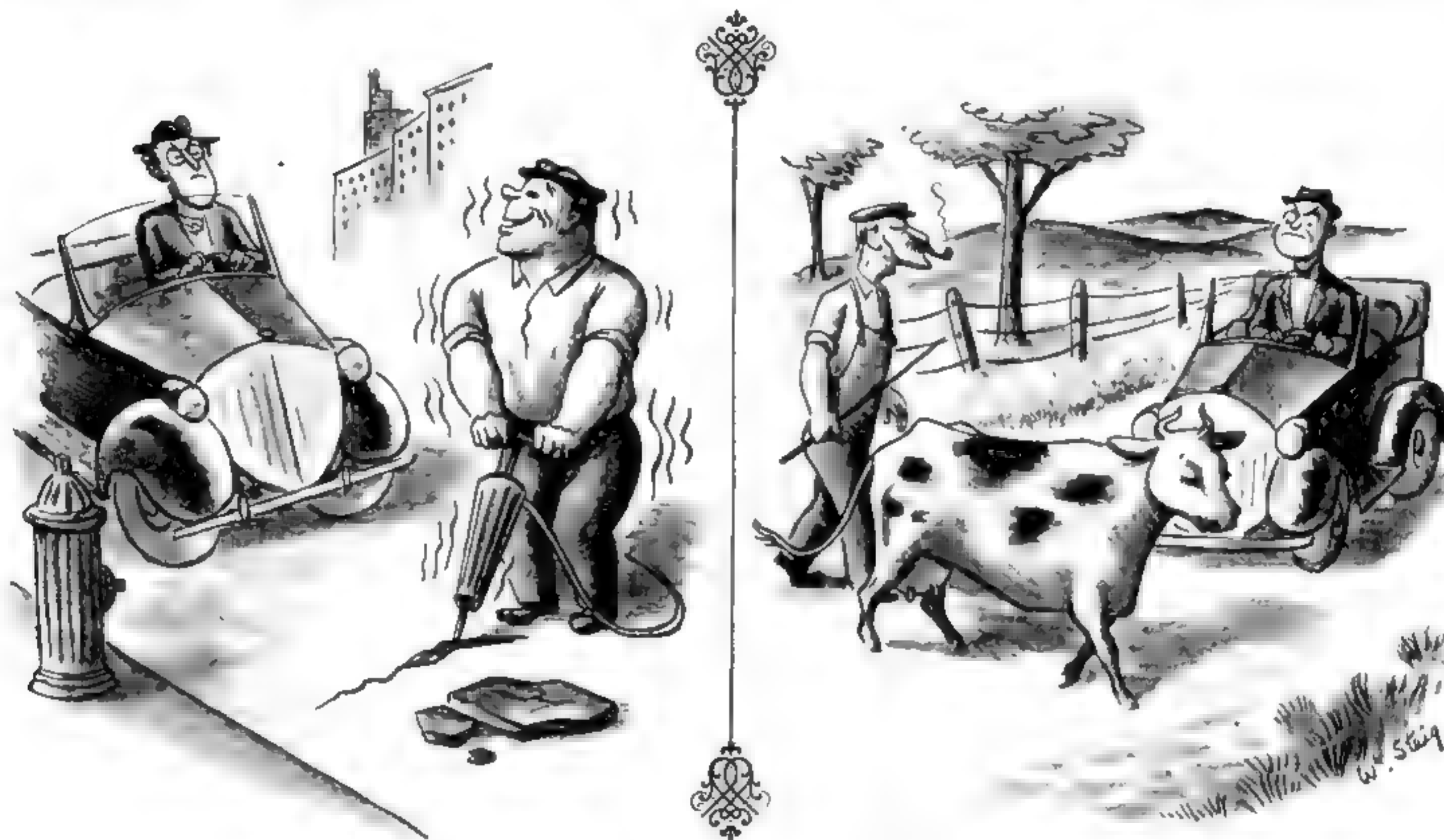
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PHOTOGRAPHERS: Margaret Bourke-White, Alfred Eisenstaedt, Bernard Hoffman, Thos. D. McAvoy, Peter Stackpole, William Vandivert.

ASSOCIATES: Rachel Albertson, Charles Breasted, Francis E. Brennan, Alan Brown, David Cort, Geoffrey T. Heilmann, Wilson Hicks, Dorothy Hoover, Joseph Kastner, A. K. Mille, Willard D. Morgan, Paul Peters, Howard K. Richmond, Joseph J. Thornabke, Jr.

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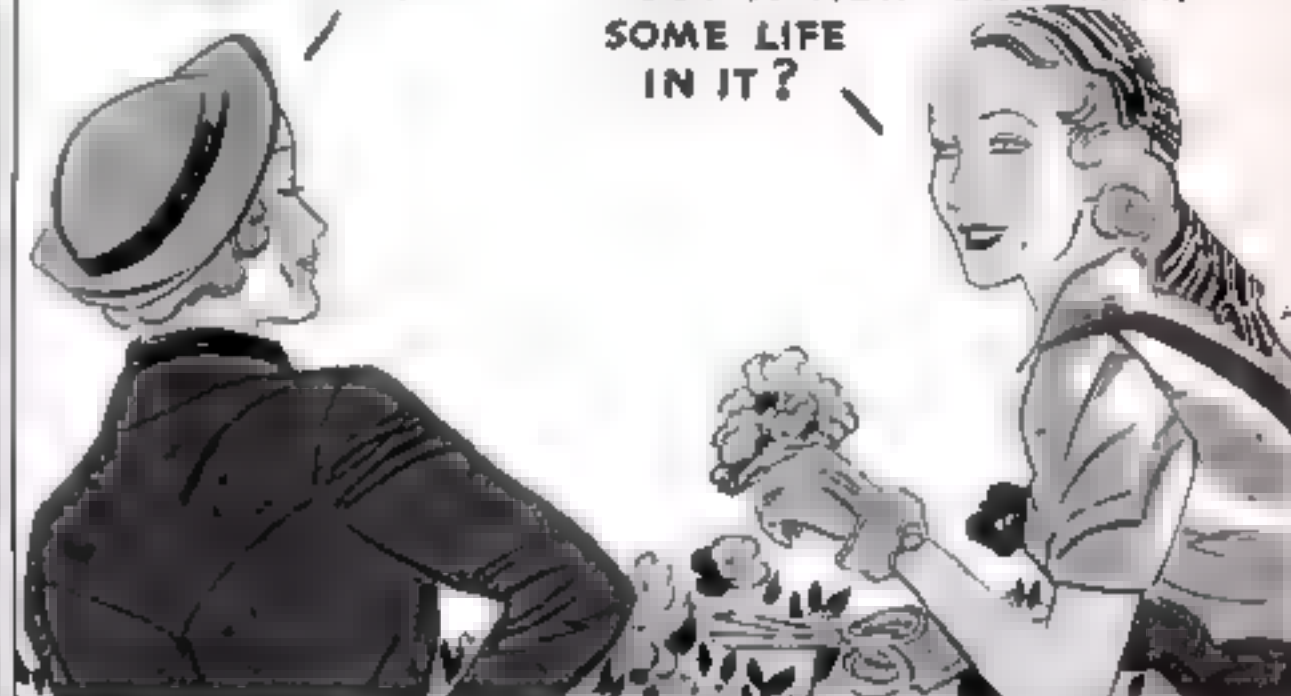
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BORED WITH
EVERYTHING... THE
SAME OLD THINGS
EVERY DAY?

DO I? RIGHT NOW I'M
SICK OF USING THE SAME
OLD TOOTH POWDER. WHY
DOESN'T SOMEBODY BRING
OUT A NEW ONE WITH
SOME LIFE
IN IT?



WELL BRACE
YOURSELF, DEAR, THERE
IS A NEW ONE.
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MADE WITHOUT SOAP.

GRAND!
I HATE THAT
SOAPY AFTER-TASTE
I GET WITH THE
ONE I'M USING
NOW.



HONESTLY, IT'S THE
DAINTIEST TOOTH
POWDER I'VE EVER
USED. SO GENTLE,
SO REFRESHING,
AND JUST THE
RIGHT AMOUNT OF
FOAM.

FOAM
WITHOUT SOAP?
I NEVER
HEARD OF
SUCH A
THING!



IT IS SIMPLY WONDERFUL. JACK
SAYS IT COMES FROM A Dainty
NEW INGREDIENT, ABSOLUTELY THE
GREATEST CLEANSER KNOWN.
HONESTLY, IT'S THRILLING.

WELL, IF IT THRILLS
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I'LL TRY IT.



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LATER

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AWFUL TOBACCO TASTE OUT OF HIS
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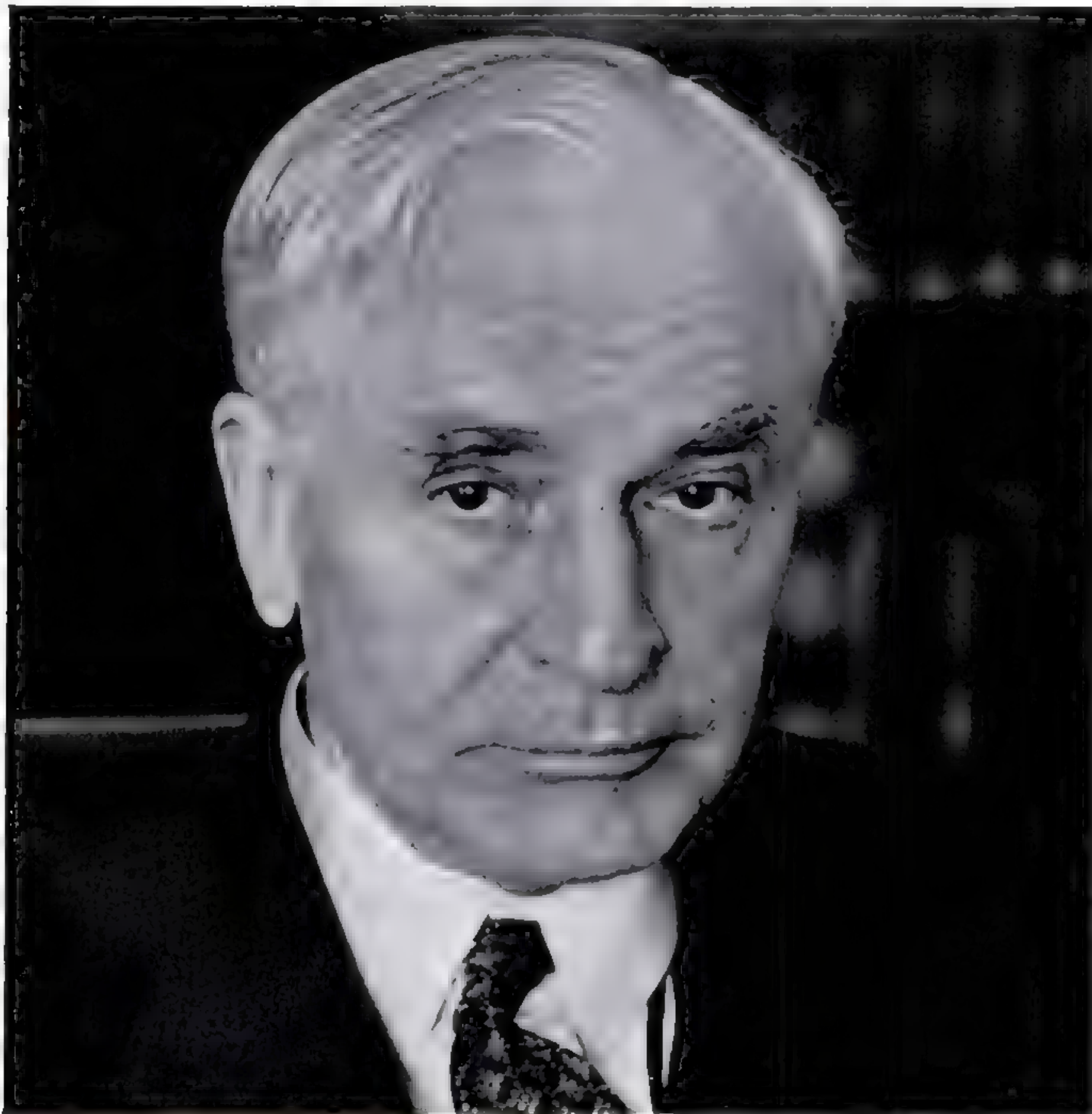


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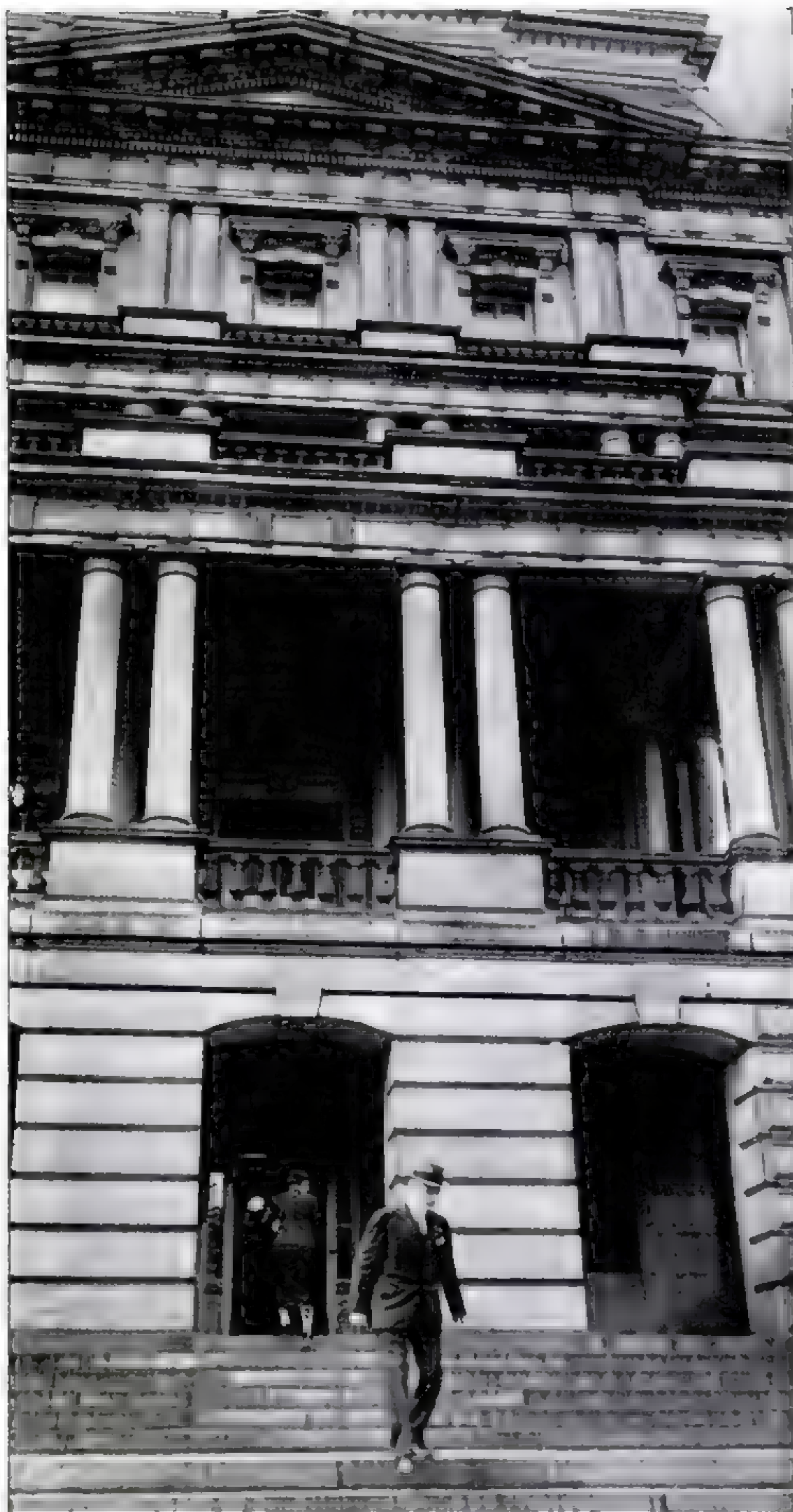


THE SECRETARY OF STATE FIXES HIS EYES ON LONDON

Cordell Hull occupies a post which has often, in the century and a half of U.S. history, been occupied by men of great brilliance. Mr. Hull, though his mind is shrewd and persistent, is not brilliant. Yet history may well place him among the most successful Secretaries of State. If it does, it will be because he has chosen one concrete objective and moved towards it with a singleness of purpose rare at any time and particularly rare in New Deal Washington.

Cordell Hull believes in foreign trade—as much as possible with as

few restrictions as possible. His tools are reciprocal trade agreements. In four years as Secretary of State he has made agreements with 16 countries, including Canada and France. Lately he has laid the groundwork for what should be by far the most important trade agreement of all—one with Great Britain. Whether it goes through will depend largely on the action of the British Imperial Conference which began on May 14 at St. James's Palace in London. For the next four weeks Mr. Hull's mild but searching eyes will be fixed steadily on London.



Secretary Hull emerges from his stronghold for a walk to the White House. No assistant secretary, no bodyguard, not even an office boy accompanies him. He is walking down

the steps of the southeast entrance of the State, War and Navy Building, a monstrous neo-Classical pile directly across Executive Avenue from the White House offices.



Outside the office of Cordell Hull sits his personal messenger, Clifton Tenville, a courteous, pleasant Negro who has spent 21 of 46 years in the State Department, knows all the diplomats by sight.

HULL SETS THE COURSE OF AMERICAN FOREIGN POLICY

The foreign relations of the United States are conducted from an ugly stone building which is what President Roosevelt sees when he looks out of his office window. The Department of State is unlike any of the other bustling departments. Its atmosphere is peaceful and dignified. Crises are rare. From one administration to another, its cardinal policies do not change. They are two: to keep out of Europe (no entangling alliances) and to keep Europe out of the Western Hemisphere (the Monroe Doctrine). The New Deal has given it a third policy,



Swinging his arms, the Secretary reaches the sidewalk. Mr. Hull goes to call on the President as simply as this three times a week which is less often than most of the other Cabinet members.



side his office white-haired Mr. Hull (*head* *wing*) dictates slowly in a nasal Tennessee voice his white-haired secretary, Miss Will Harris. Mr.

Hull keeps a disorderly desk, always piled high with papers. The grandfather clock has been with the Department since it began operations in 1777.

which is really only a method of approach: the doctrine of the Good Neighbor.

At times the foreign policy of the New Deal has threatened to become explosive and spectacular, like other New Deal policies. But it never has, and many an observer thinks that the reason can be found in Cordell Hull's visits to the White House.

Secretary Hull took office at a time when the world's tariff barriers were higher than ever before in history. He sold President Roosevelt on the slow, hard method of cutting them down by reciprocal agreements with each individual country. The method has brought results, trade with the countries which signed the first agreements having increased twice as much as trade with other

countries. The leading hold-outs among the nations have been Great Britain and the British Dominions except Canada. The Imperial Conference, now being held in London, will reconsider British trade policies, especially the system of Empire Preference which has been in effect since 1932, and may evolve a basis for bargaining with the U. S. To this end, Roosevelt and Hull recently entertained two of the conference leaders: Prime Minister King of Canada and Walter Runciman, president of the British Board of Trade. The prospects for an understanding looked good when, on the first day of the conference, Mr. King made a speech urging close cooperation with nations outside the Empire to lower tariff barriers.



The President's window in the Executive Office reflects the gray, stone State, War and Navy Building. Relations between the White House and the State Department are close, though less obtrusive than in the case of other departments.



he watches out for traffic on Executive Avenue. Across the street the White House offices, which the Secretary of State will enter along with the President's other visitors, at the farther end.



Safely across, he strides along past the Executive Office. On May 14, when the President returned from his fishing trip, Mr. Hull did not wait for him to reach his office

but met him at the station. Four days earlier he had loyally declared that he did not want the Nobel Peace Prize for 1936, nominated the President for that honor.

FOUR ASSISTANT SECRETARIES DO THE WORK OF THE STATE DEPARTMENT *(continued)*



Robert Walton Moore is an old friend of Cordell Hull, from the days when both were Congressmen. Four years ago Mr. Hull dislodged the troublesome Raymond Moley from the State Department and installed "Judge" Moore in an Assistant Secretaryship. The Judge is a canny oldster (78) who speaks his mind freely and warmly.



Wilbur John Carr is the "general manager" of the State Department. Years ago (he has been with the Department since 1892) he helped start the merit system. Now he picks career men for the diplomatic and consular services, assigns them to posts all over the world, watches and promotes them with close, fatherly interest.



Francis Bowes Sayre is a son-in-law of Woodrow Wilson and a man of much the same crusading disposition. His special province is reciprocal trade agreements, in which he has been said to believe "as St. Augustine believed in God." Since the post of Under-Secretary of State is currently vacant, Mr. Sayre and the other three Assistant Secretaries divide up the heavy executive work of the Department.

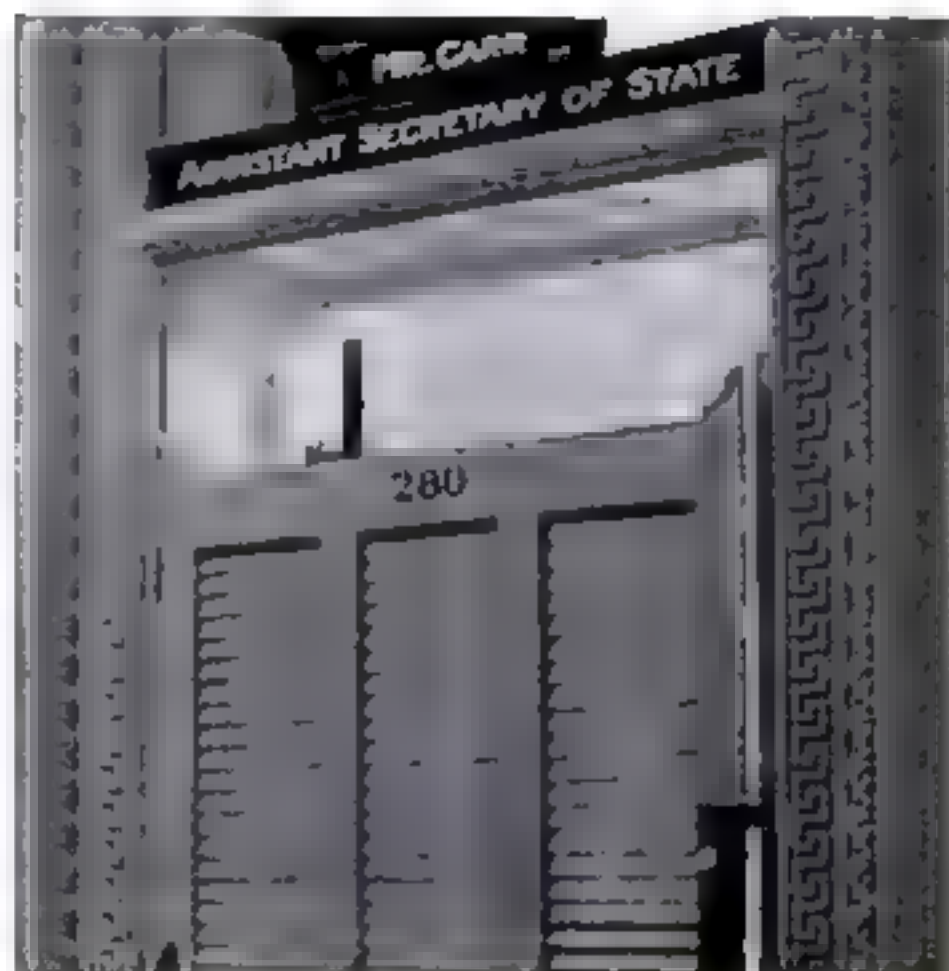


Sumner Welles, Assistant Secretary of State for Latin American Affairs, is the hope of the Department, a sort of American Anthony Eden. He has a background of Groton and Harvard, a country estate in Maryland, a flawless taste for clothes. Sumner Welles's special problem is Cuba, whose political destinies he has tried to master, with more persistence than success.

IN THESE QUIET CORRIDORS THE OLD ORDER RULES



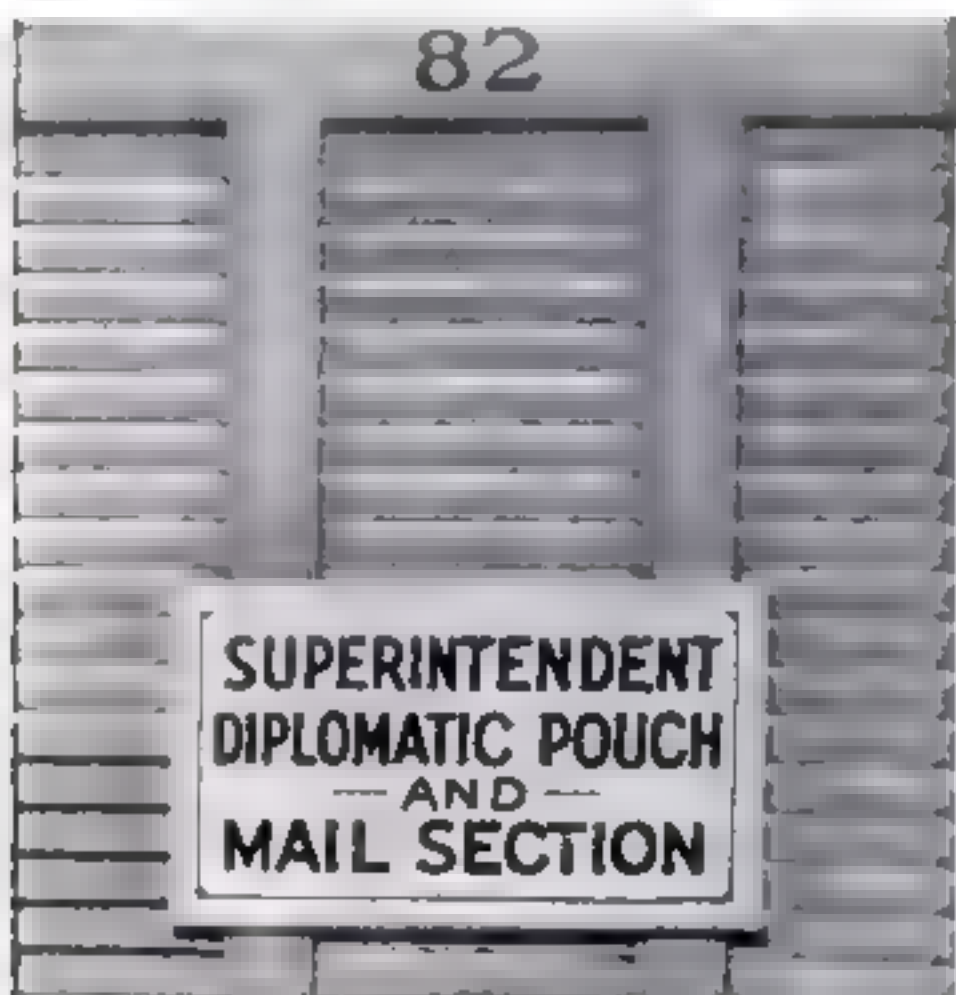
Behind this door are card indexes listing 7,500,000 U. S. citizens who have requested passports. In the tourist season, 1,500 applications are received a day.



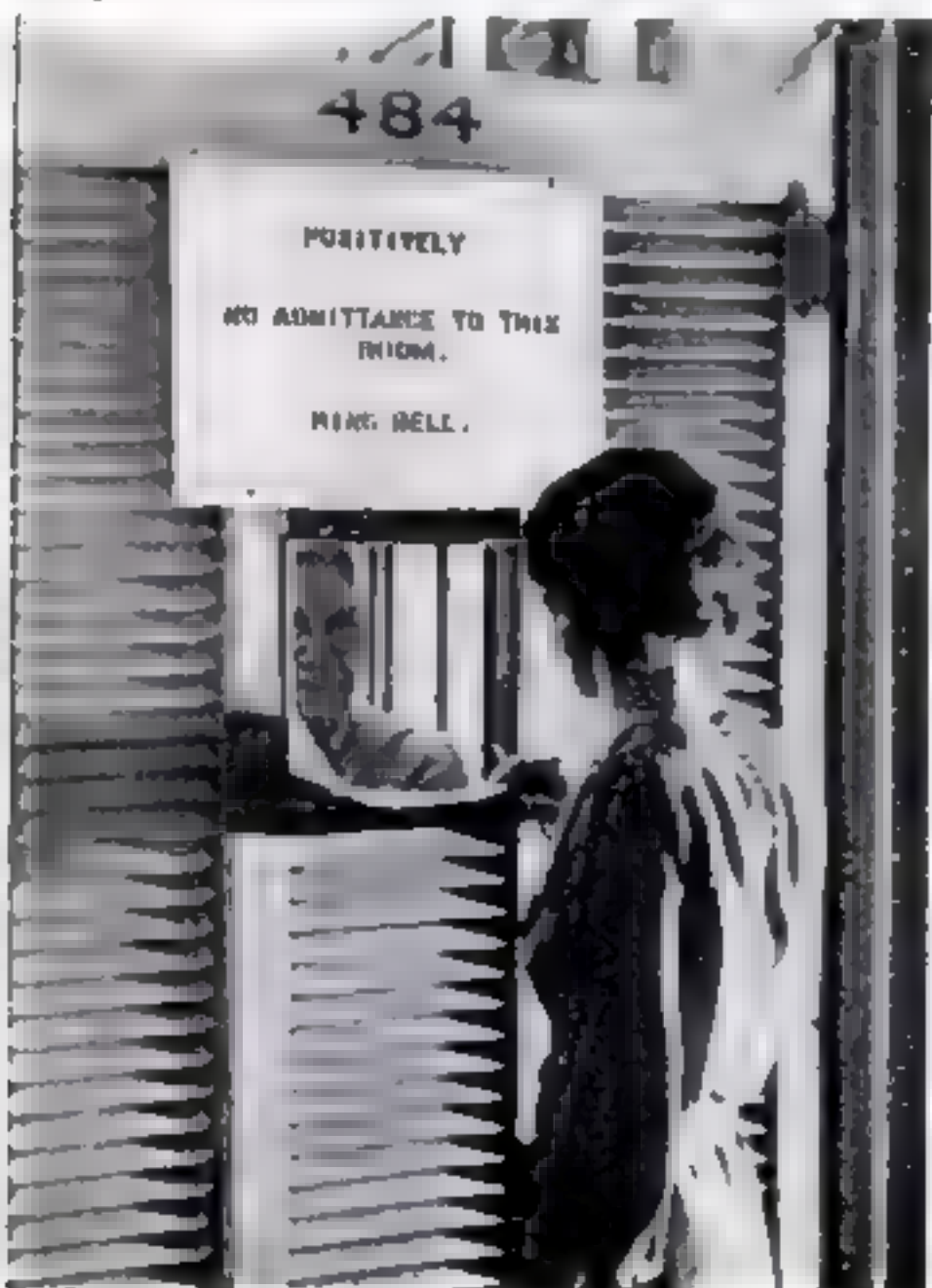
Young hopefuls of the State Department, fresh from Harvard, Yale and Princeton, push through this door for their first interview with Wilbur J. Carr, who runs the career service.

No spot in Washington has been less touched by changing times than the State Department. Diplomats still move slowly and gravely in its big, dim offices and interminable corridors. Negro messengers still sit at little desks which mark the important swinging doors. It is the stronghold of a scrupulous civil service, from the suave, immaculate career diplomats at the top to the clerks and messengers who grow gray and then white at their desks.

Here the bustle of the New Deal has not penetrated. Other Departments may grow and move to gleaming marble factories, filled with scurrying clerks and push buttons. Even the War Department, which shares the building, may fret for more glorified quarters. But the State Department will stay where it is, content with its mahogany doors, linoleum floors, bad lighting and great traditions.



The Department's mail is dispatched from this room in sealed pouches (see page 25). Since important messages now go by cable the pouches carry chiefly routine papers.



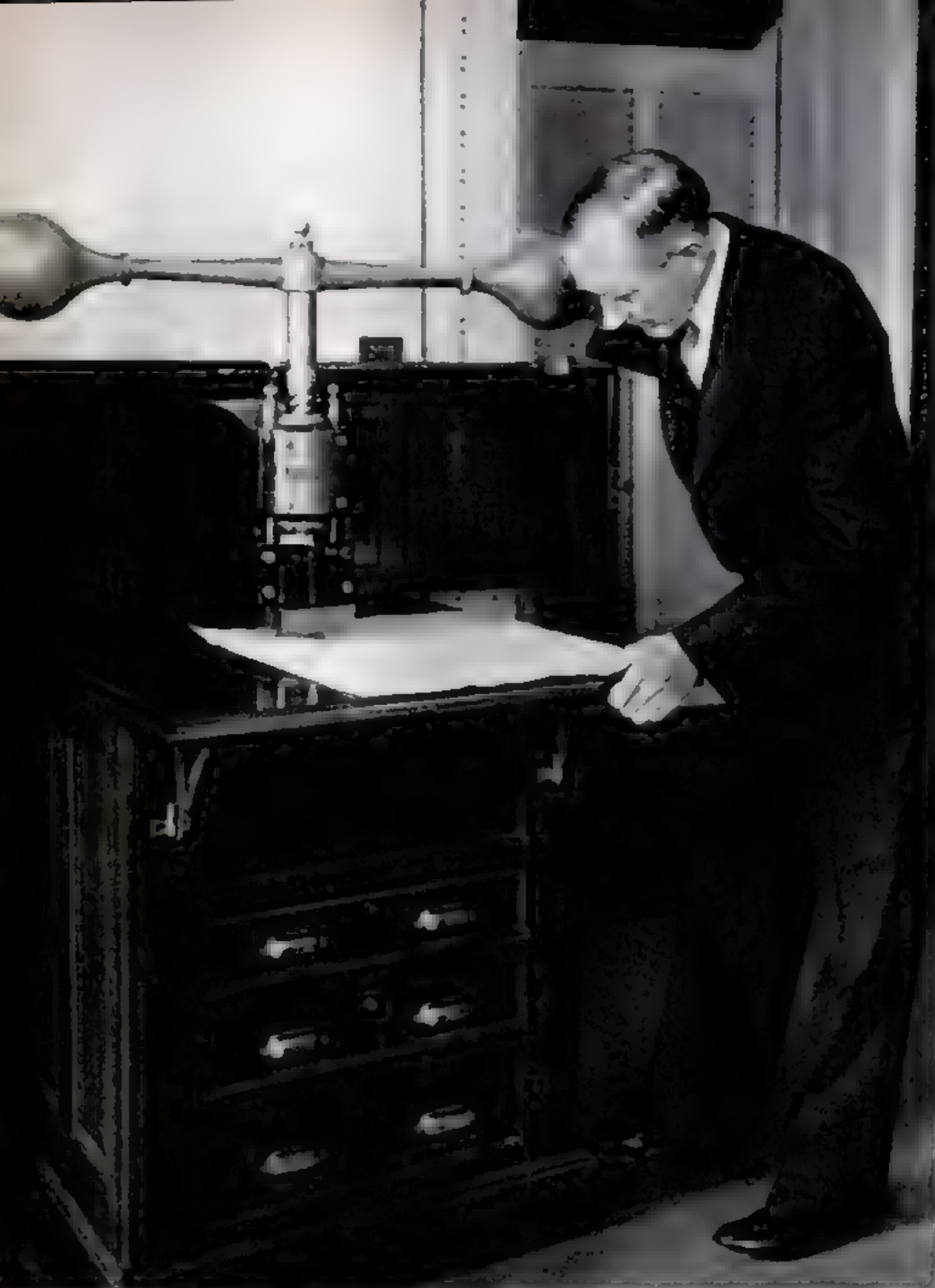
This sign means what it says. Behind it is the code room, where cabled messages from all American embassies are decoded. All business is done through the little window.



State Department corridors are long like all Washington corridors, but distinctly old-fashioned. They are lined with slatted, swinging doors which make all the offices look

like washrooms. Here and there are desks of Negro messengers, giving the place an air of rich conservatism and making Southerners feel more at home than Northerners.

STATE DEPARTMENT DOES BUSINESS



P. P. ALLEN IMPRESSES THE SEAL OF THE UNITED STATES

The business of the State Department is conducted with ceremony and secrecy. Documents have to be sealed, cables decoded, the most trivial letters sent by personal messenger or locked diplomatic pouch. The Department's most impressive gadget is the Seal of the United States. It is used only on state papers bearing the President's signature, of which there are about 2,500 a year. The present die of the Seal is the fourth since the Republic began, the others having worn out.

Diplomacy requires an accurate, day-to-day knowledge of affairs in all the countries of the world. The Department does not rely on what it reads in the papers, but has a news service of its own, with diplomats as correspondents. Many a tiny nation, which has no important relations with the U. S., allows itself the luxury of an envoy in Washington because there it can find out what its own neighbors are doing.

In earlier days ambassadors and ministers used to decide their problems on the spot, informing the State Department later. Today important questions are referred to Washington for decision by the Secretary of State or the President. Therefore most State Department messages go by cable. They are sent in code and decoded in a room where only code experts and high officials of the Department are allowed. This is the only room in the State Department which LIFE cannot show you.



The "Great Seal" is kept in the wooden cabinet above. Its unofficial custodian (left) turns the heavy governors, impressing the Seal on documents like the one below. There is no fear that anyone will walk off with the Seal press since it weighs half a ton.



The Official Sealer of the State Department for all documents not requiring the "Great Seal"

is Sidney Smith. In the picture above, Mr. Smith is melting his sealing wax over a candle.

WITH DUE CEREMONY AND SECRECY *(continued)*



Cables are dispatched to U. S. embassies all over the world by William V. Mudden and three colleagues in the Communications Division. Mr. Mudden has been in the service for 20

years. His instrument, perfected by the installation of a tobacco can as a sounding board, has been there for 25 years. Two teletype machines connect directly with the London Embassy.



Passport applications from travel-loving citizens pour into the Passport Division where they are sorted and filed.



Diplomatic mail is placed in pouches, labeled with the names of foreign capitals *(left)*, then carefully sealed and locked *(above)*. Now that important messages are sealed, the pouches contain chiefly newspapers and pamphlets.



The sealed pouch, looking very important and official, is addressed to one of the embassies and sent on its way.

LIFE ON THE AMERICAN NEWSFRONT: AMBASSADORS TO AND FROM GERMANY MAKE NEWS



Germany's new Ambassador to the U.S., Hans-Heinrich Dieckhoff, arrived in New York May 13. Like Dr. Hans Luther, whom he succeeds, he is not a Nazi.



America's Ambassador to Germany, Nazi-hating Dr. William E. Dodd, seen above in his Embassy, meanwhile got himself in trouble with the Senate



A U. S. billionaire, Dr. Dodd recently wrote to several Senators, is ready to back a Fascist dictatorship. Amid Senatorial snorts, North Dakota's Nye demanded that Dr. Dodd name the billionaire. The Ambassador declined.

BOB FELLER GETS HIS HIGH SCHOOL DIPLOMA



The baseball sensation of the year, Cleveland's 17-year-old Bob Feller, went back to his home town of Van Meter, Iowa, on May 10 to graduate from high school. He was fed by his mother, sister and grandmother.



Passing four examinations, Feller got his diploma. The town declared a holiday and the graduation exercises which are held early in May so that local boys can get into the corn fields, were broadcast.



"Now I got that diploma," said Feller, "my bad arm is feeling better too." He expects to be pitching again soon.

THE NEW DEAL SUES ITS NEWEST SENATOR



Norris Lake, which is filling up behind TVA's Norris Dam on the Clinch River will cover 45,000 acres of formerly dry land. Part of this area is owned by Major George L. Berry, who says it contains marble and, with his partners, filed a claim for \$1,633,000 damages.



Major Berry, who is Federal Industrial Co-ordinator, president of the Pressmen's Union and a loyal New Dealer, was appointed Senator from Tennessee on May 6. A week later the TVA sued in Federal courts to condemn his mineral rights under Norris Lake.

"BROTHER CHARLIE" BRYAN COMPLETES A FULL CYCLE IN PUBLIC OFFICE



As a young man Charles W. Bryan was secretary to his brother, William Jennings Bryan. In 1915, tired of being merely "Brother Charlie," he was elected Mayor of Lincoln, Neb.



He reached his height as Governor of Nebraska in 1923 and as Democratic nominee for Vice President in 1924. He was famous for his bushy white moustache, black skullcap.



He began repeating in 1931, becoming Governor of Nebraska again and Mayor of Lincoln in 1935. On May 10, his term as Mayor ended and "Brother Charlie," 70, retired to his farm.

STOREKEEPER QUEEN BITES A CUSTOMER'S WRIST

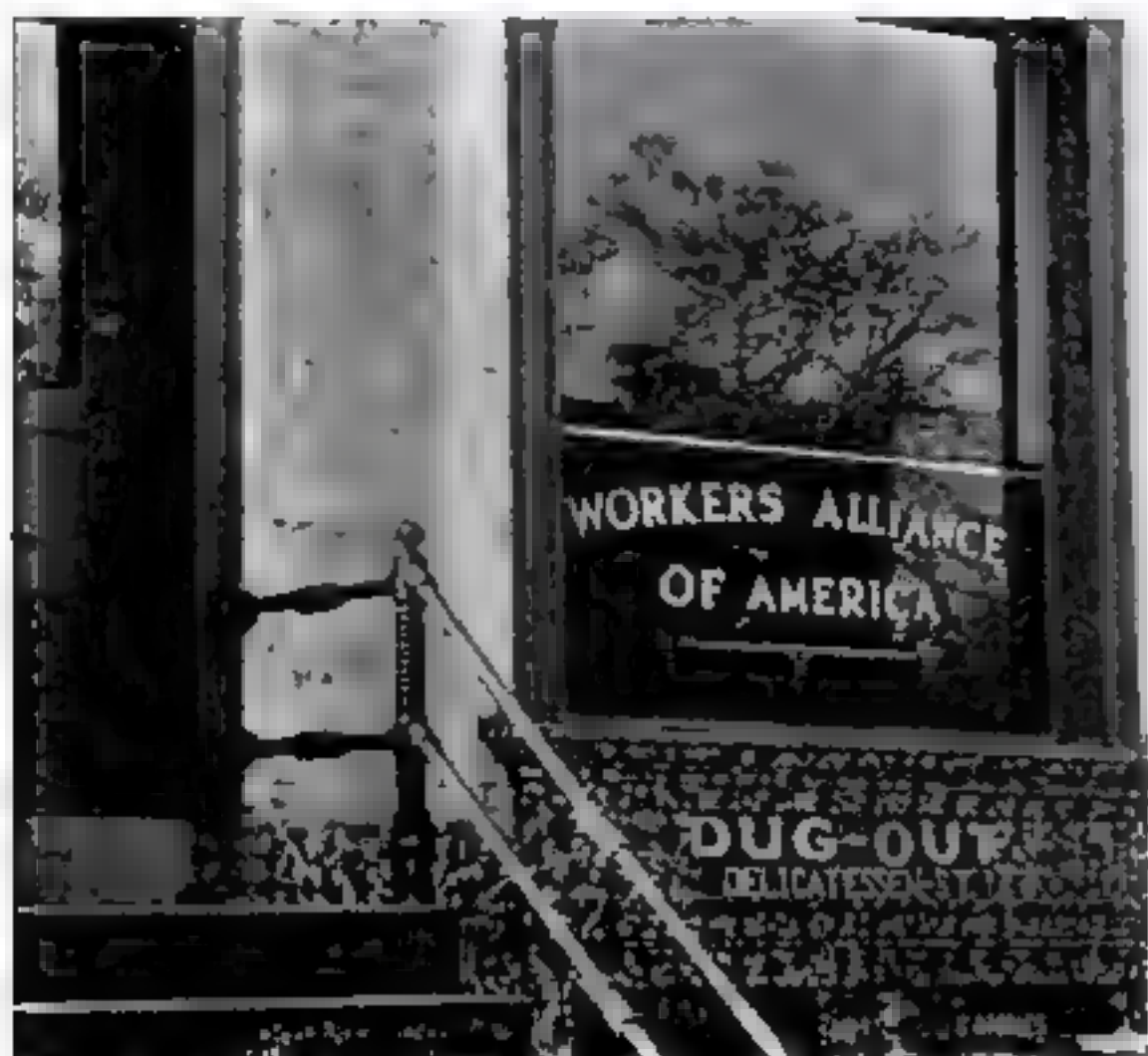


The angry oldster in the centre is the Rev. H. L. Queen, a retired preacher who works as storekeeper in the plant of the Jones & Laughlin Steel Corp. at Aliquippa, Pa. On May 13, Storekeeper Queen reported for work at 7.30 a.m. as usual. There was not much work for a company storekeeper that day because Jones & Laughlin's 28,000 em-

ployes were on strike. But the Rev. Mr. Queen started through a picket line. When some of the men who usually buy cigarettes and candy from him barred his way, the old preacher found a wrist in front of his mouth and bit it. The Jones & Laughlin strike was short and effective. Ever since U. S. Steel Corp. gave the Committee for Indus-

trial Organization a "preferential bargaining" contract in its plants, CIO has been trying to get as good or better from the independent companies. The Jones & Laughlin strike began on May 12, and was settled two days later. A plant election will be called and if CIO wins, it will get not merely preferential but exclusive bargaining rights.

LIFE ON THE AMERICAN NEWSFRONT: THE MARCH OF TIME PRESENTS DAVID LASSER



This is the headquarters in Washington of the Workers Alliance, an organization of unemployed. The Alliance is presented, in a sequence on Unemployment, in the current issue of *THE MARCH OF TIME*.



Founder and president of the Workers Alliance is David Lasser, a young M. I. T. engineer from Baltimore.



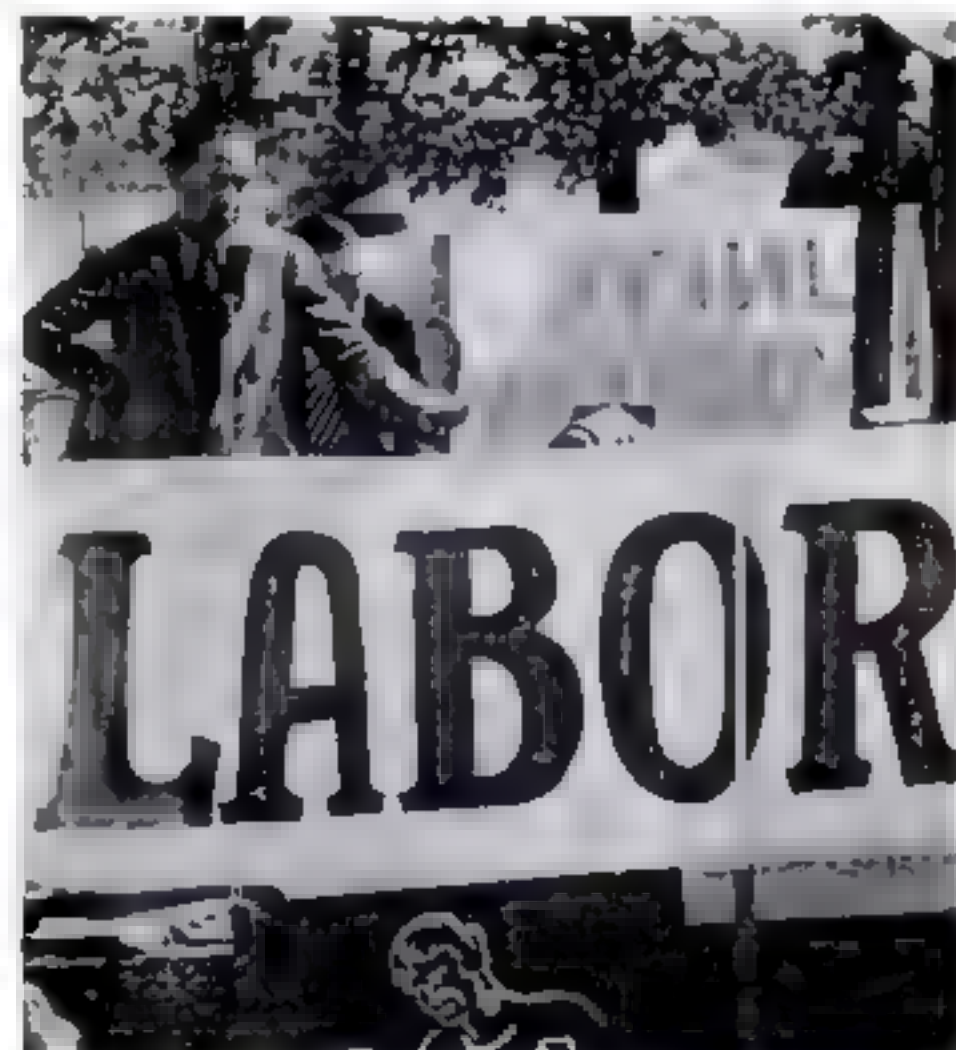
President Lasser, shown mounting the steps of the Capitol, was once the leading spirit in a project to send rockets to the moon. During Depression he edited the only two issues of the *Technocracy Review*.



Lasser's job is to ask for more Government relief money, make people aware that the problem of Unemployment is as great as ever. His ally in Congress is Representative Boileau of Wisconsin.



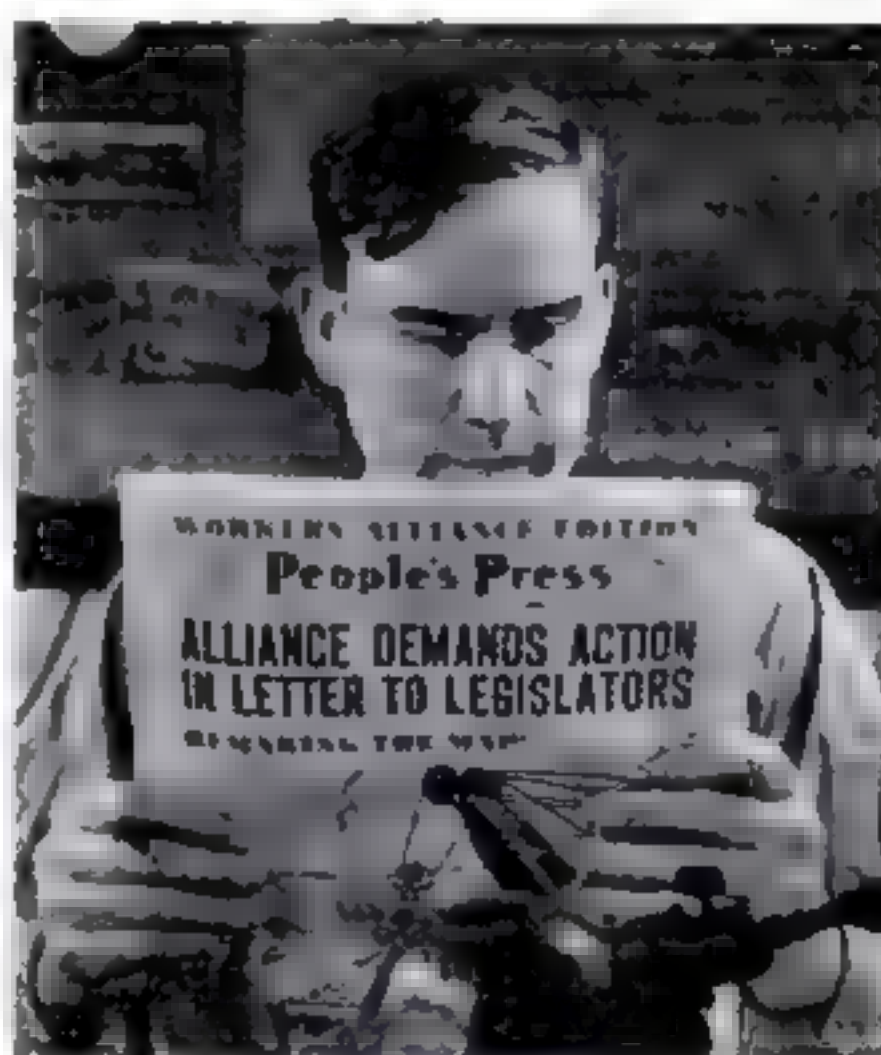
Lasser's followers have plenty of spare time and spend it parading behind their leader in the streets of big U. S. cities. These paraders are in New York.



In fiery speeches Lasser calls upon Congress to pass the Boileau Bill, raising the relief appropriation asked by the President, granting \$4,000,000,000 to the unemployed.



The Alliance claims 800,000 members, all unemployed persons on either home relief or WPA projects. It has made news by staging sit-down strikes in the State capitals of Wisconsin, New Jersey and Pennsylvania.



It publishes a newspaper edited by Warren Norman (above), which is called the *People's Press* and sells for 5¢ a copy. It also collects monthly dues of 10¢ to 25¢.



An American Labor Party is what it might become in time. Meanwhile Lasser has ordered nation-wide demonstrations for the Boileau Bill on May 22.

LIFE ON THE AMERICAN NEWSFRONT: NEGRO CONGRESSMAN, JIM CROWED, SUES RAILROAD



Representative Arthur Mitchell, who had to ride in a Jim Crow railroad car, is the only Negro member of Congress.



Separate gales for white and colored passengers are provided in most Southern railroad stations. The scene above

is in a Birmingham station, which also maintains separate washrooms, lunchrooms and drinking fountains for Negroes.

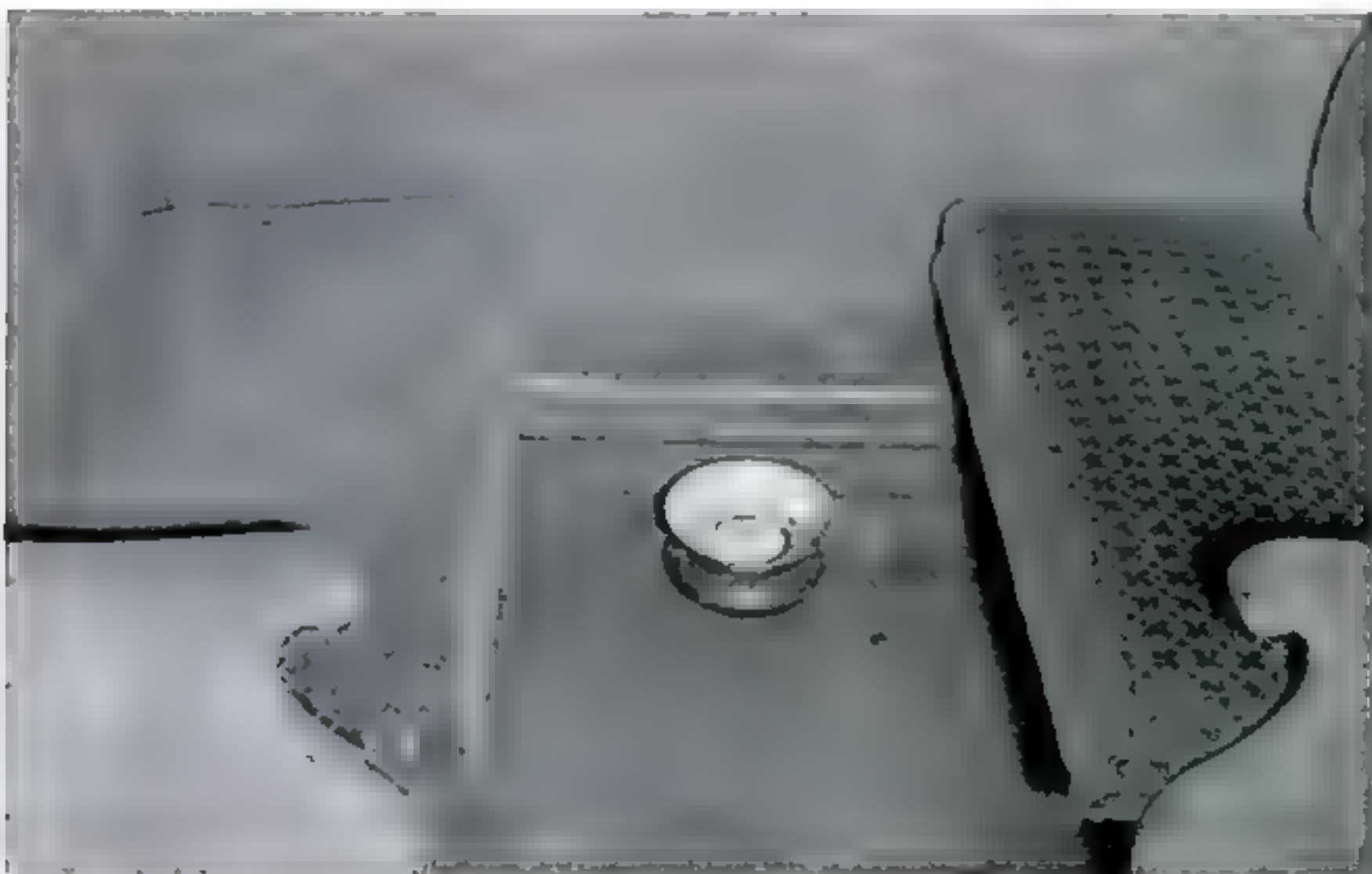


White coaches on the best Southern railroads are spotlessly clean and air-conditioned, with comfortable individual

seats. White passengers pay no higher fare than do colored passengers who have to ride in old-fashioned coaches.



Jim Crow coaches on the same trains are older and often dirtier cars, with standard plush seats, no air-conditioning,



Lack of cleanliness was Congressman Mitchell's chief complaint against the coaches for colored pas-

sengers. The picture above was made in a Jim Crow smoking car on one of the best Southern railroads.

A commonplace in the South is the official segregation of colored persons in public places. Negroes have separate coaches on railroads, separate sections in trolley cars and movie houses, separate schools, hotels, washrooms and drinking fountains. In most Southern States this is a matter of law—the so-called Jim Crow laws. Ordinary Negroes accept the discrimination as a matter of course and it is rarely mentioned. Extraordinary Negroes occasionally raise a rumpus, causing indignation in the Northern press.

Such an extraordinary Negro is Representative Arthur H. Mitchell of Illinois, only black member of Congress (he is really light tan). On April 20, Representative Mitchell took a Pullman compartment from Chicago on a Rock Island train bound for Hot Springs, Ark. When the train crossed the Arkansas line the conductor ordered him forward into the Jim Crow coach. Mr. Mitchell found the car "filthy." On May 10, he brought suit for \$50,000 damages against the Railroad and Pullman companies. Making it clear that he was crusading not for the elimination of Jim Crowism but merely for the "equal accommodations" stipulated in most of the State laws, he declared: "This is the first gun in a campaign I am starting to clean up the Jim Crow cars in the South."

PRESIDENT ROOSEVELT LANDS A TARPON IN THE GULF OF MEXICO

The Camera Gets Proof of the President's Fish Stories

President Roosevelt is never so happy as when he is in a small boat with a fishing rod in his hands, salt spray in his face, and plenty of fish about. On his recent trip to the Gulf of Mexico all these requirements were met except the fish. The President fished doggedly for eight days, during which he landed one respectable fish, a tarpon, and a handful of kingfish. On the ninth day, May 8, when reporters and photographers chugged out to the Presidential yacht *Potomac* for their Saturday press conference, they found that the President and his son Elliott were still out in a small launch. Presently Mr. Roosevelt's secretary, Marvin McIntyre, sped up in another launch, called out that "the Boss" had hooked a big one. Three cameramen piled into the launch, were carried 1½ miles south. Sure enough, the President was playing a big tarpon, now almost exhausted. Already standing by were two boatloads of Secret Service men and one boatload of Son Elliott's friends. For the benefit of his new gallery, the President played his fish for 20 minutes more, finally hauled in a 77-pound tarpon. Meanwhile the cameras had recorded indisputable proof that President Roosevelt's fish stories are no joke.



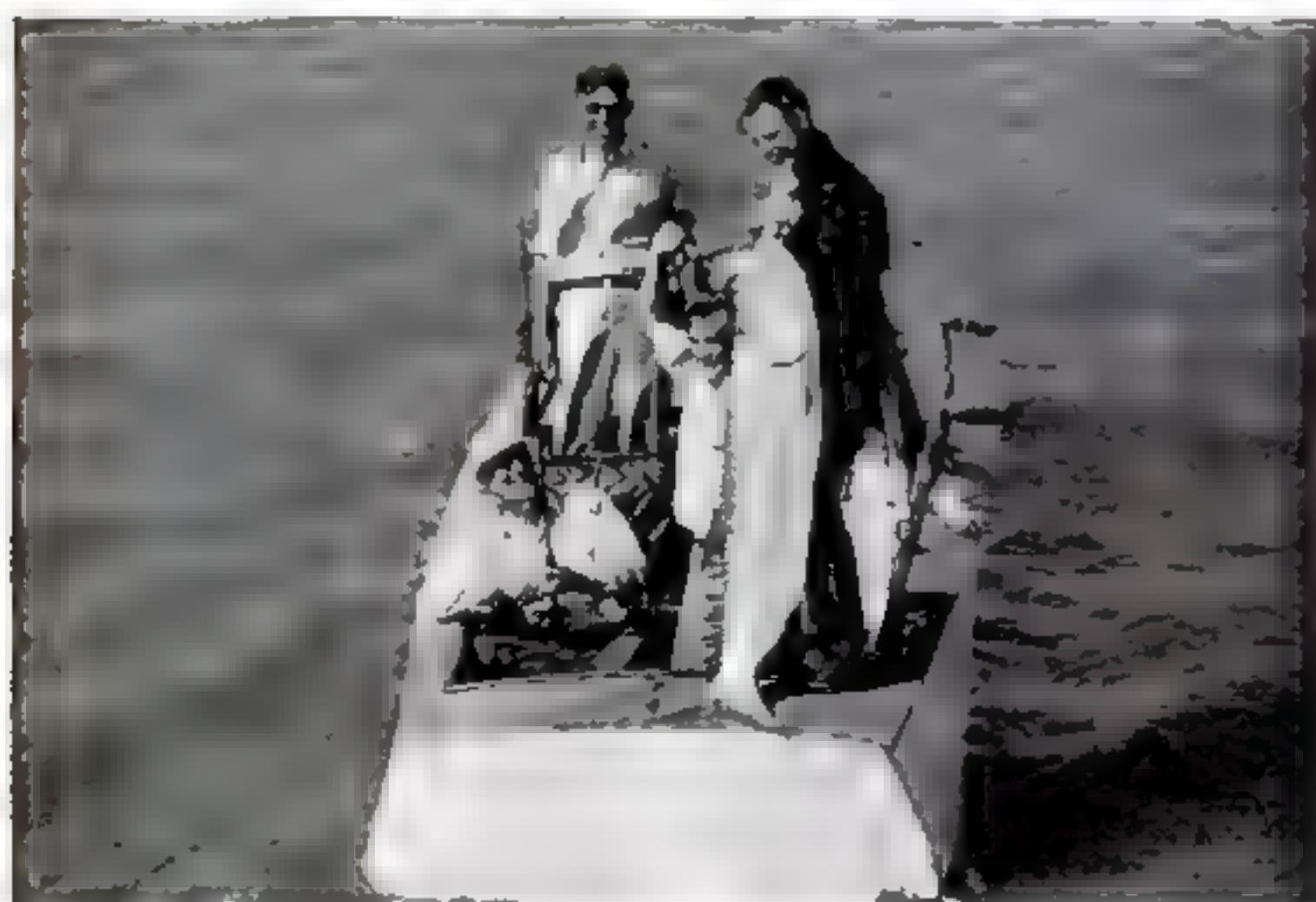
1 The President fishes from the boat at right, watched by a gallery of one photographer's boat (next to him), two Secret Service boats (centre) and one boat of friends (left)



4 The fish has enough life left to make the gaffing a crucial moment. Notice the tense expressions on the faces of the President and his son as Barney sinks his hook in the fish.



5 The job done, Mr. Roosevelt relaxes, while Elliott holds the line and the guide knots a rope around the tarpon's gills. The launch driver leans over to see how big it is.



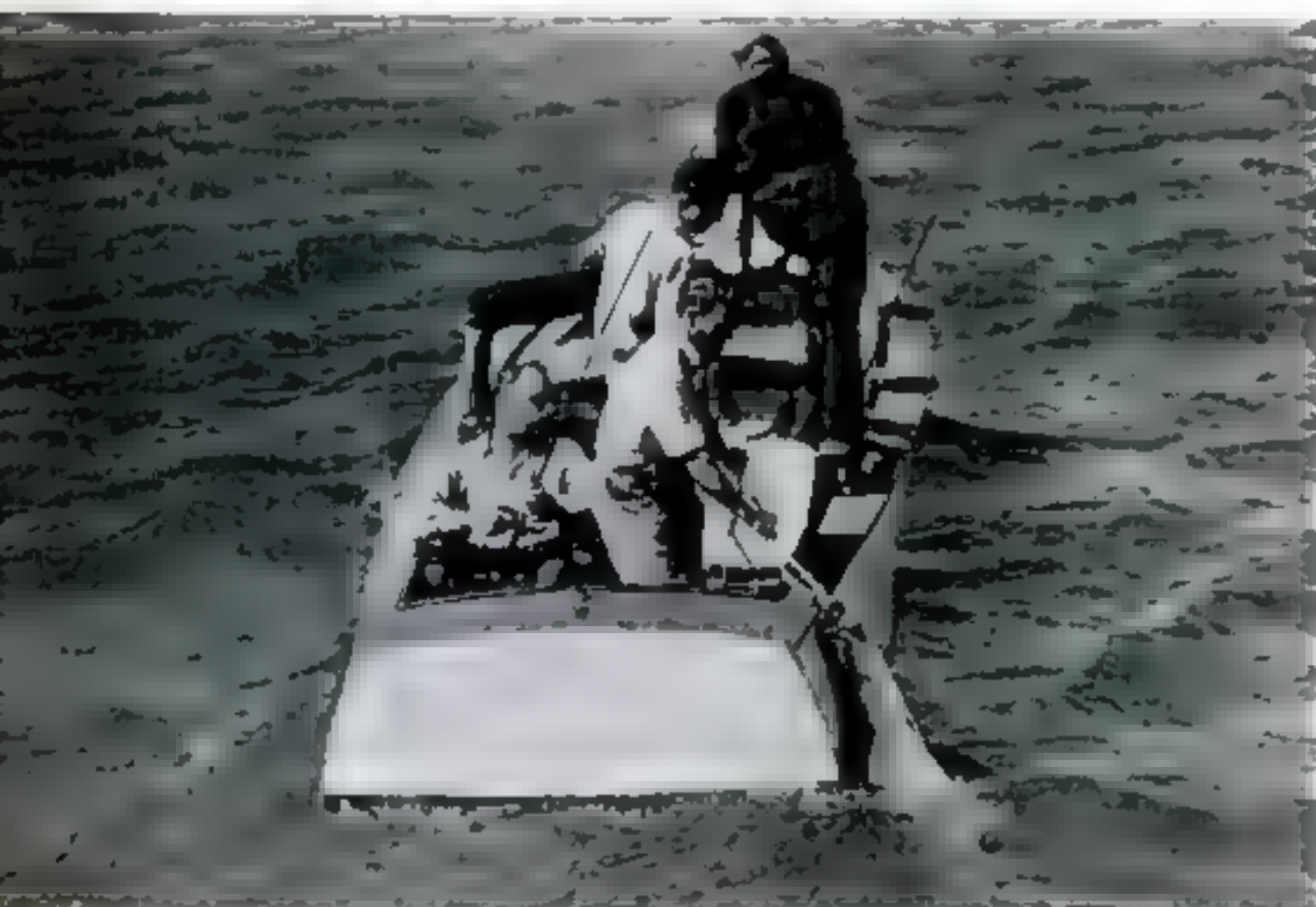
7 The President has his moment of triumph as Elliott holds the tarpon aloft. It is 5 ft., 2 in. long, weighs 77 lb. The newsreel camera grinds and the proud President grins.



8 Now Secretary Marvin McIntyre (in white hat) brings the camera boat alongside for congratulations and close-ups. The President lights a cigarette, prepares to tell a joke.



2 Mr. Roosevelt has had a big tarpon on his line for over an hour. It hasn't much fight left but he plays with it for 20 minutes more while the newsreel camera grinds.



6 "Phew, that was some job!" puffs the President. Tarpon are among the gamiest of salt-water fish and an hour and a half's fight with a big one is no small test of strength.



9 "We caught the big one this time," Mr. Roosevelt jests, holding a thumb and finger two inches apart. "The little one got away. You should have seen it. It was thus long."

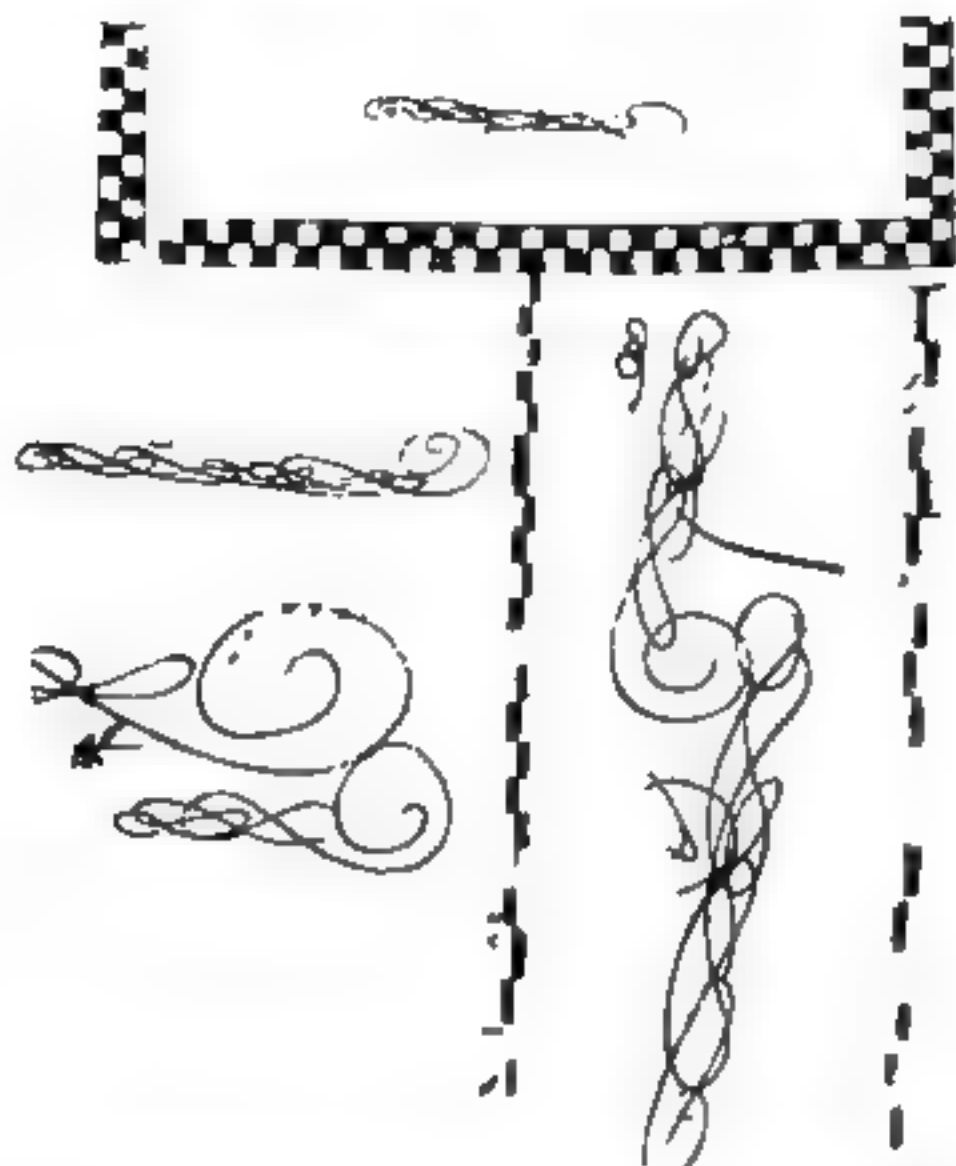


3 Finally the President reels in the near-dead fish. Barney Farley, his fishing guide, leans over the side to gaff it, while Son Elliott and the driver of the launch look on.

10 A good morning's catch! The exultant fisherman puffs his cigarette, gives the cameras a profile and begins to think of dinner. When the party gets back to Galveston the tarpon will be sent to a taxidermist's to be stuffed and presented to Elliott for his parlor.



NEW BOOK OF "DOODLES" REVEALS SUBCONSCIOUS OF SOME CELEBRATED SCRIBBLERS

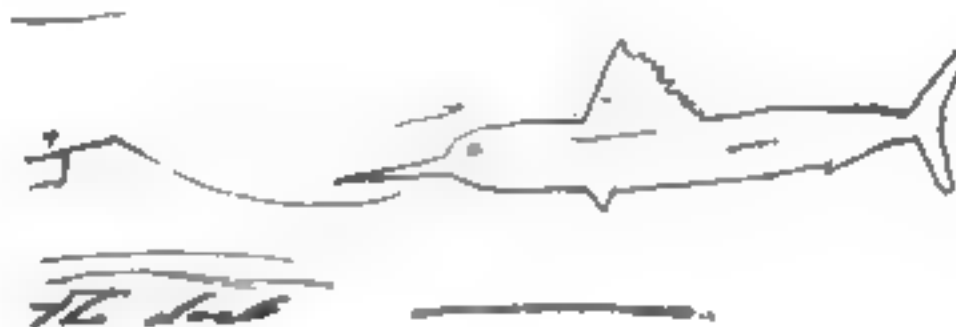
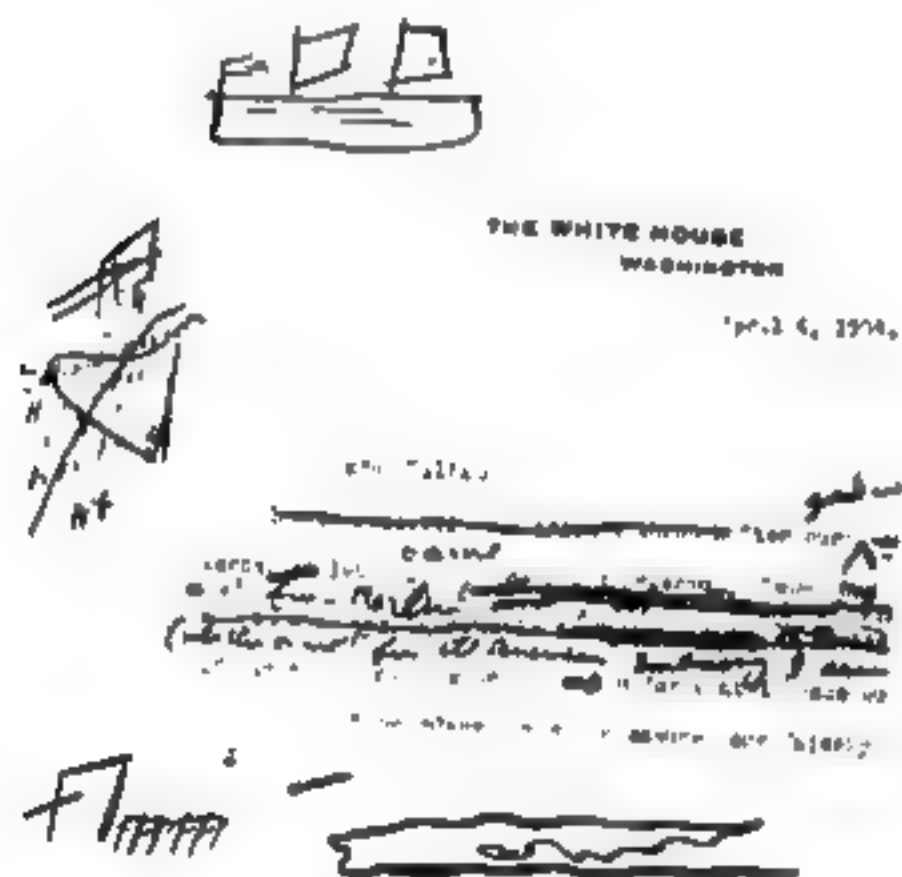


George Washington. The father of his country's doodlers doodled almost as soon as he could toddle. The above designs, taken from original manuscripts, show that Washington was studious, "neat to the point of fastidiousness."

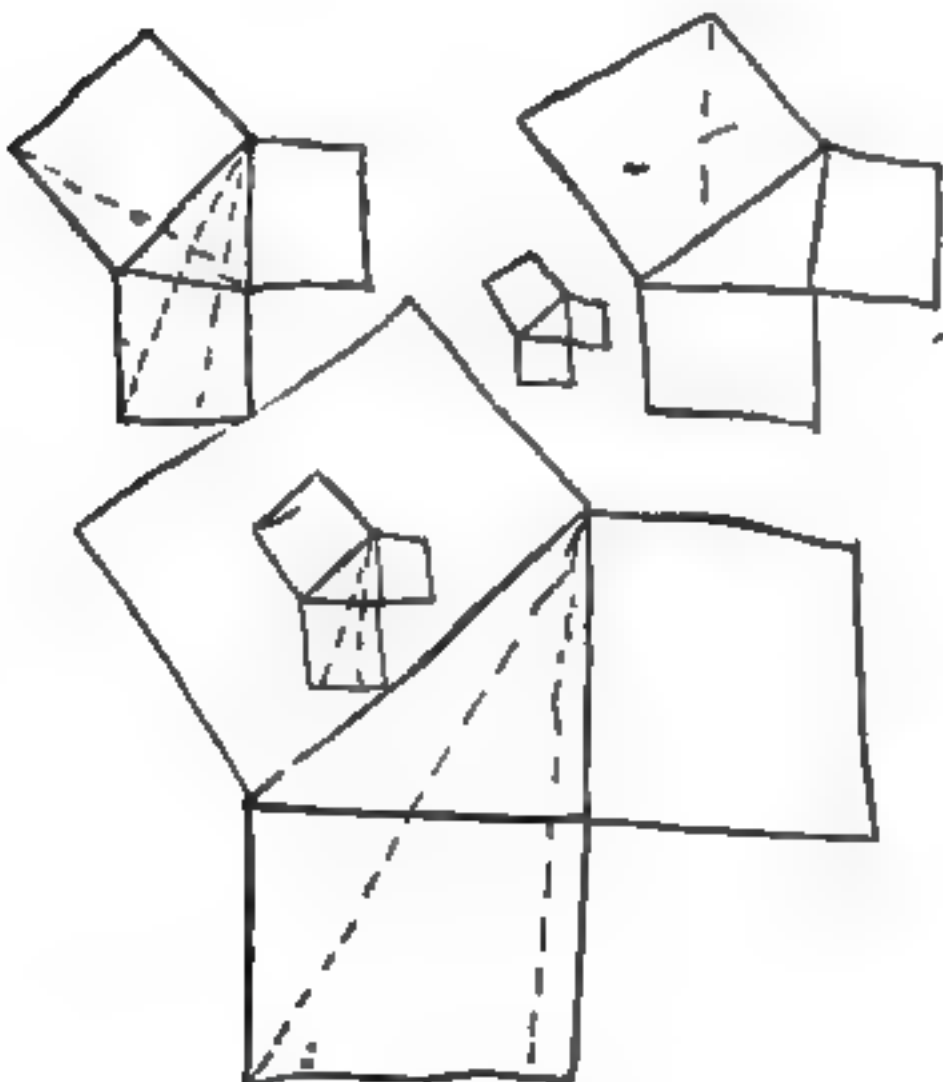
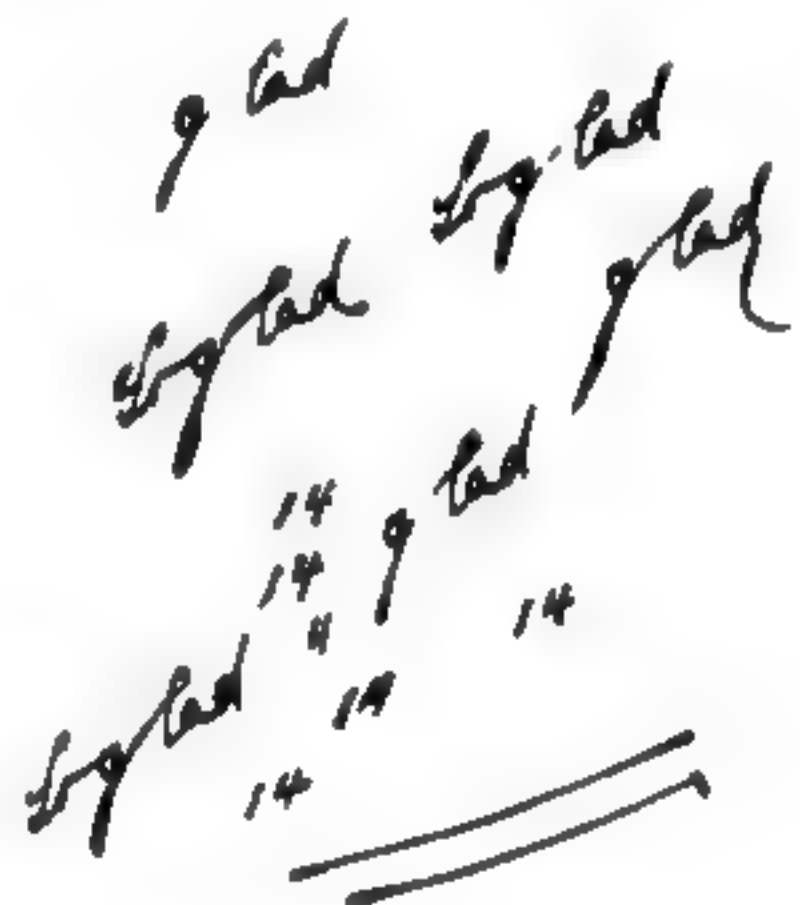


Thomas Jefferson. The creation of secret codes which he seldom used was a major hobby with the author of the Declaration of Independence. His doodling nearly always took the above form, clearly shows his great love of mystery.

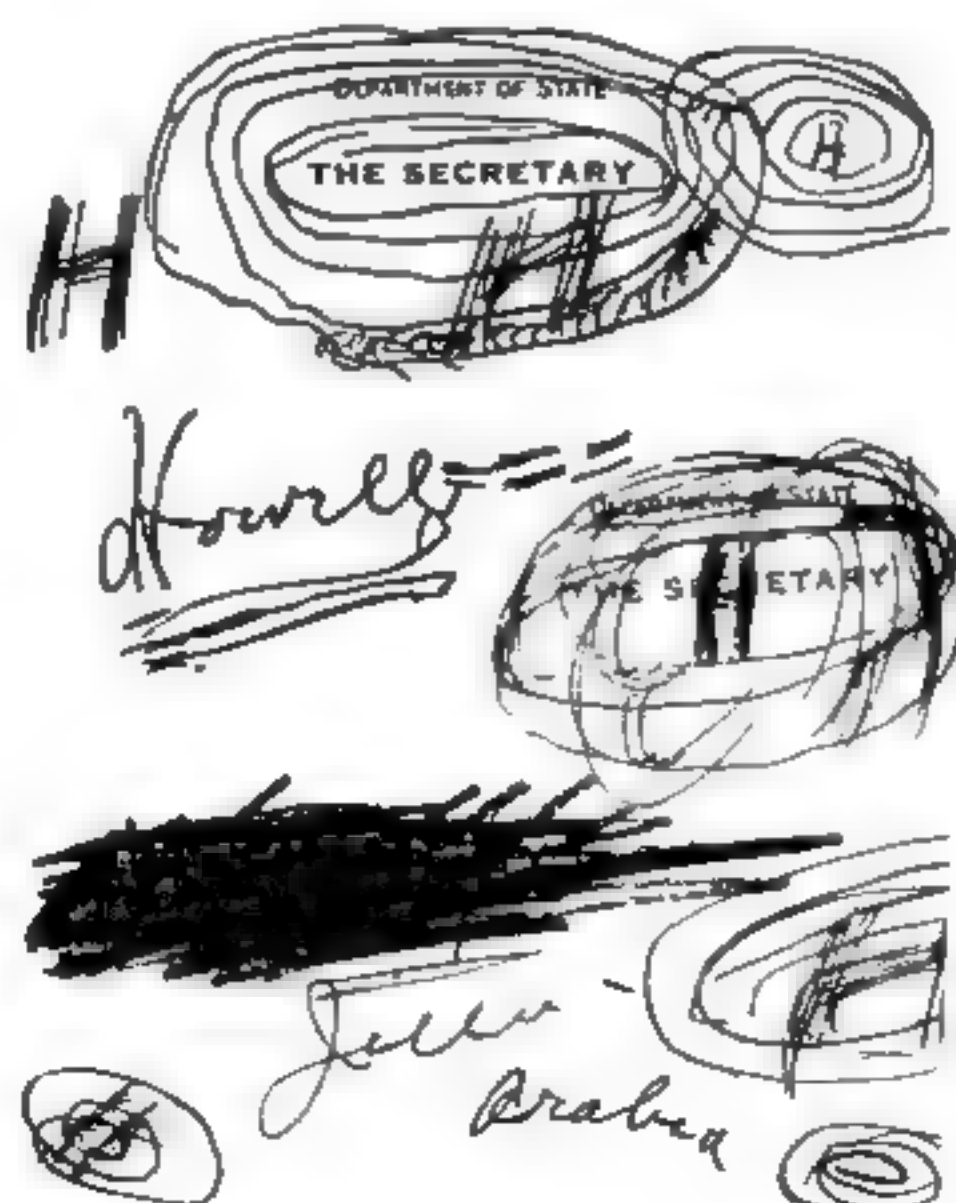
Put a pencil in the hand of any man of normal intelligence attending a meeting or having a long telephone conversation and the chances are he will begin to "doodle"—i.e., scribble or sketch something that has no conscious connection with the matter in hand. A doodle may take the form of triangles or circles or rectangles or arrows or mice or men wearing silk hats, or a combination of such diverse motifs which might well land the doodler, should he be a man of means with relatives anxious to have him declared mentally incompetent, in a well-padded lunatic asylum. Russell M. Arundel, Illinois-born Washingtonian and former secretary of the Republican Senatorial Broadcasting Committee, has collected some 100-odd doodles from well known persons who are distinctly in their right minds in a book called *Everybody's Pivallated*. Little, Brown will publish it June 25 (\$1.25). Herewith LIFE presents the subconscious art of 17 of Mr. Arundel's doodlers. Included in the Arundel book but not shown are doodles from such other celebrities as the Duke of Windsor, Benjamin Franklin, Eddie Cantor, Leslie Howard and Jackie Coogan. Scientifically considered, says Mr. Arundel, the doodle is an index to the doodler's subconscious, a psychic blueprint of man's inner thoughts which psychiatrists may well ponder.



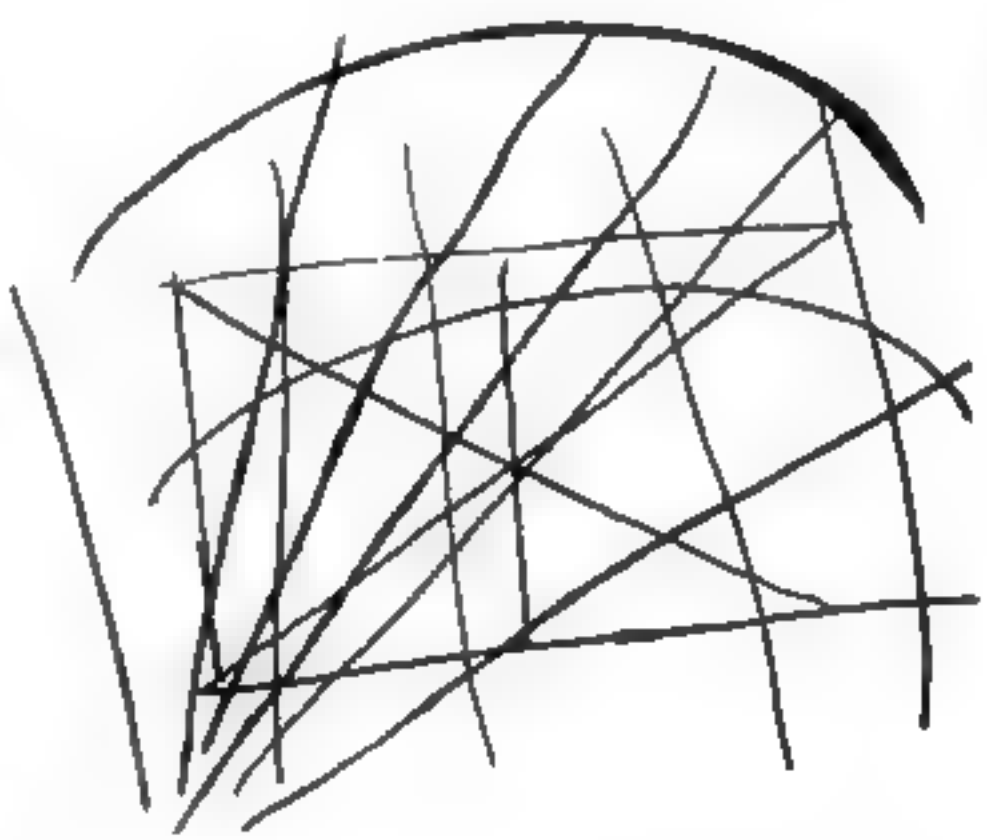
Three Roosevelt doodlers are here represented. Franklin D.'s sailfish (above) was made at the White House after a Caribbean fishing trip. His wife's doodle (right), with its cheerful words and free-flowing hand, indicates graciousness and a clear and open mind. No one with the possible exception of Mrs. Roosevelt knows what the "14's" mean. At left are four separate doodles from the pen of the late Theodore Roosevelt which drew from Mr. Arundel the analysis: "Dreamer. Very exacting. Careful. Analytical." The boat doodle appearing at top was a T. R. favorite.



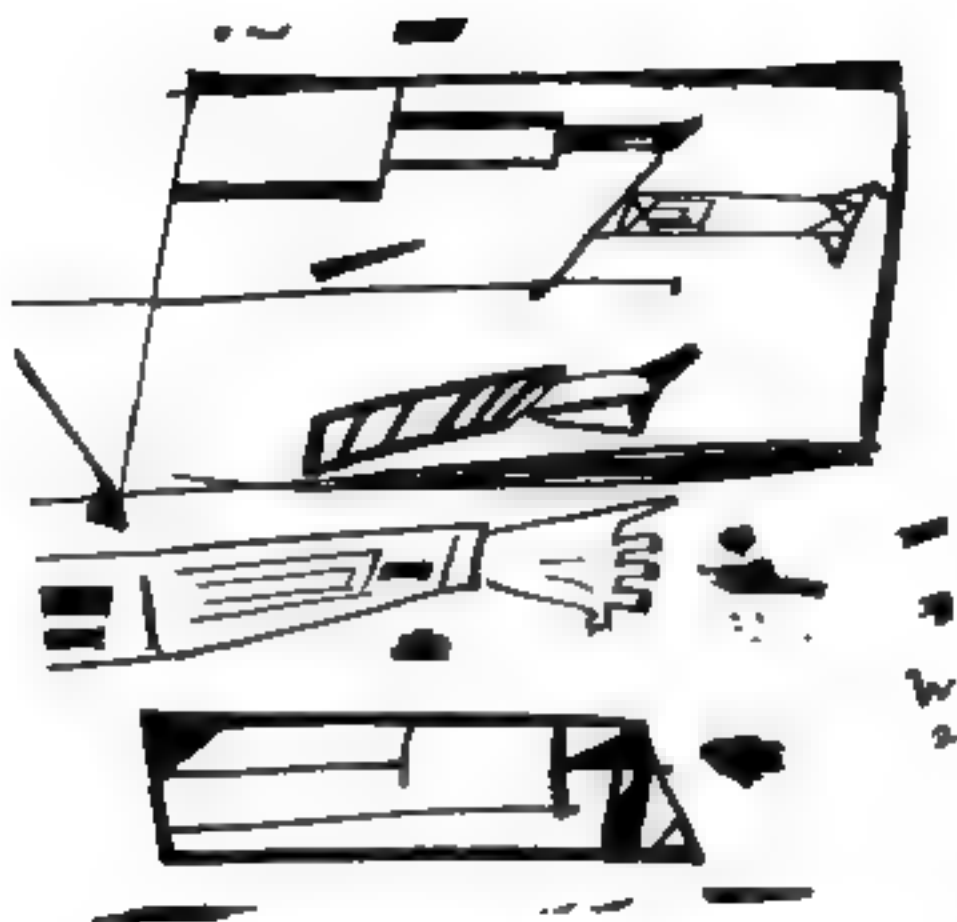
Homer S. Cummings. Favorite doodle of the U. S. Attorney General is a right-angle triangle with squares projected on each side, demonstrating a well-known geometrical theorem. Obviously done by a logical, mathematical doodler.



Cordell Hull. The Secretary of State made these doodles while talking on transatlantic telephone with Spain. The repetition of his last initial wherever the printed word "Secretary" appears indicates a strong pride of office.



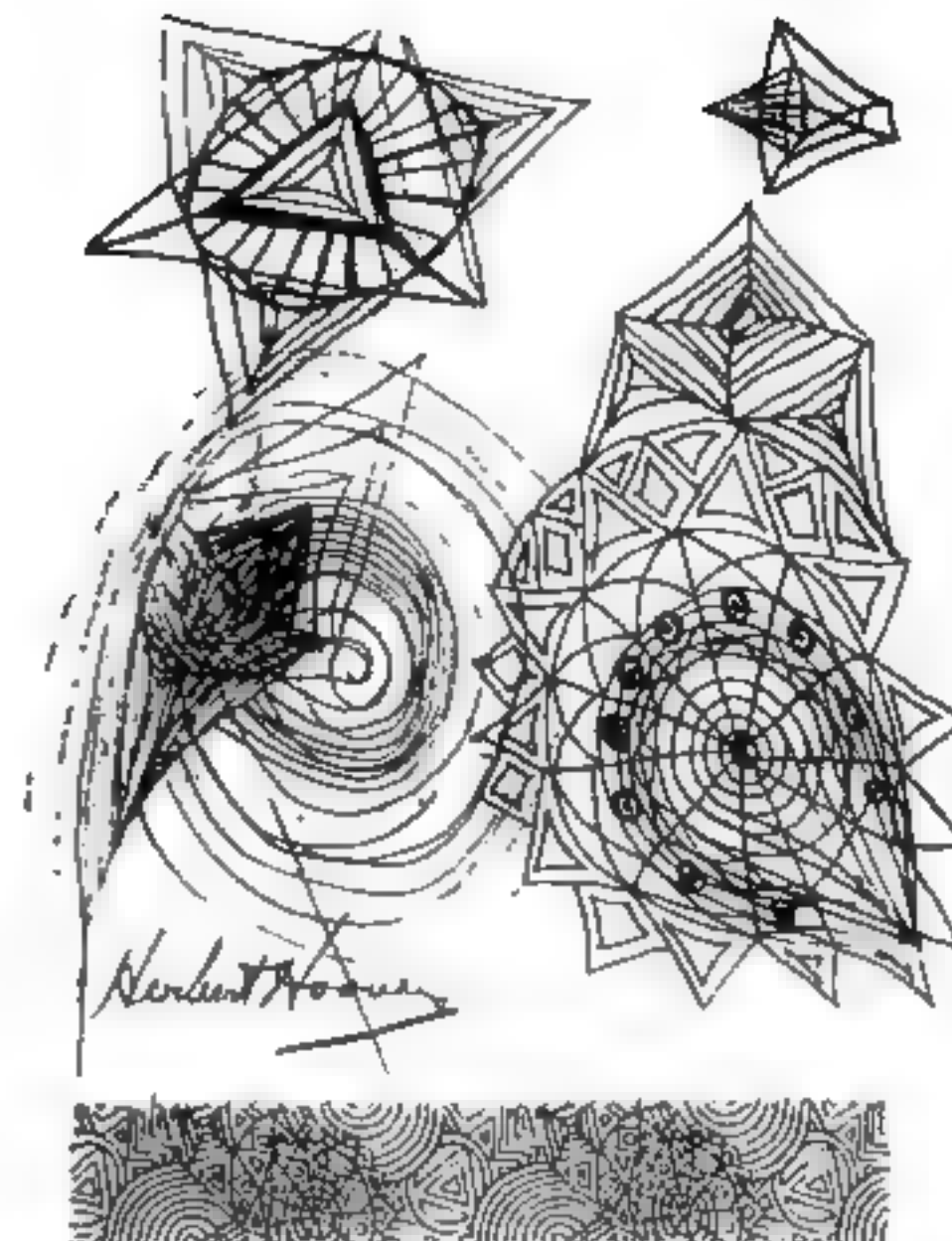
James A. Farley. Doodle-Collector Arundel stalked the Postmaster General through four banquets and many a conversation before securing this disappointing doodle. His comment: "It contains little which permits of analysis."



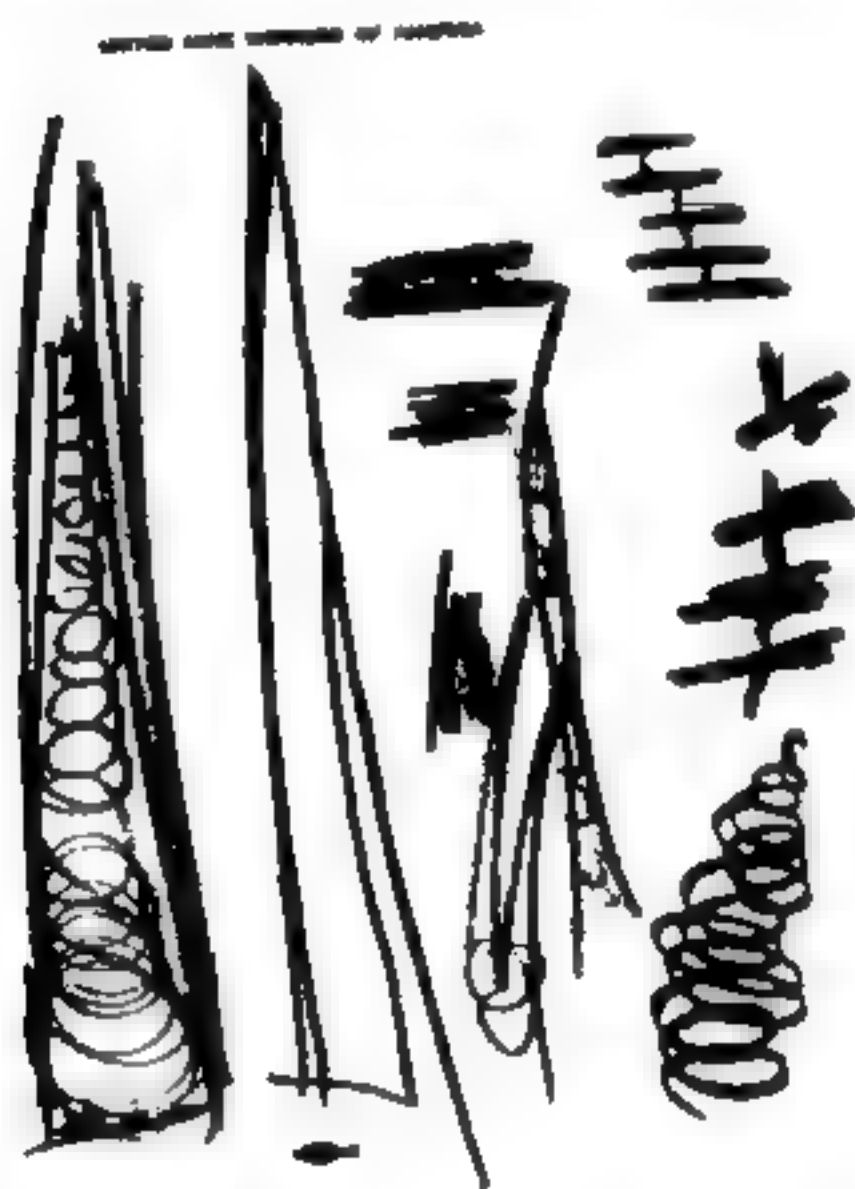
Warren G. Harding. According to Author Arundel, this dashing doodle by the late President, who perfected his doodling while in the Senate, indicates "a consuming love of his fellow man." Note the outstretched friendly hand.



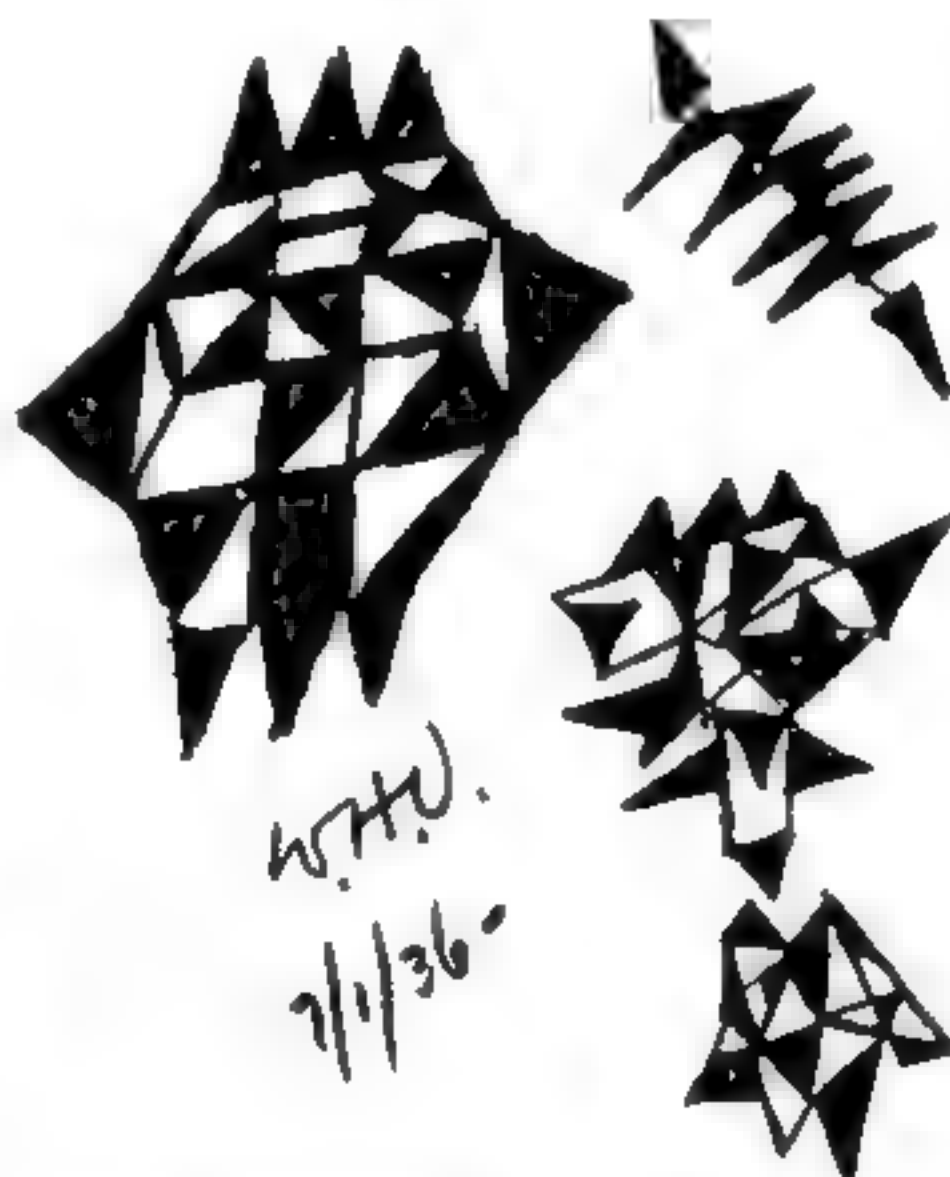
Calvin Coolidge. Executed during his first term in office, the 30th U. S. President's delicate doodle is clear indication to any competent psychiatrist that here was a man "neat, precise, pensive, kindly, and a lover of dogs."



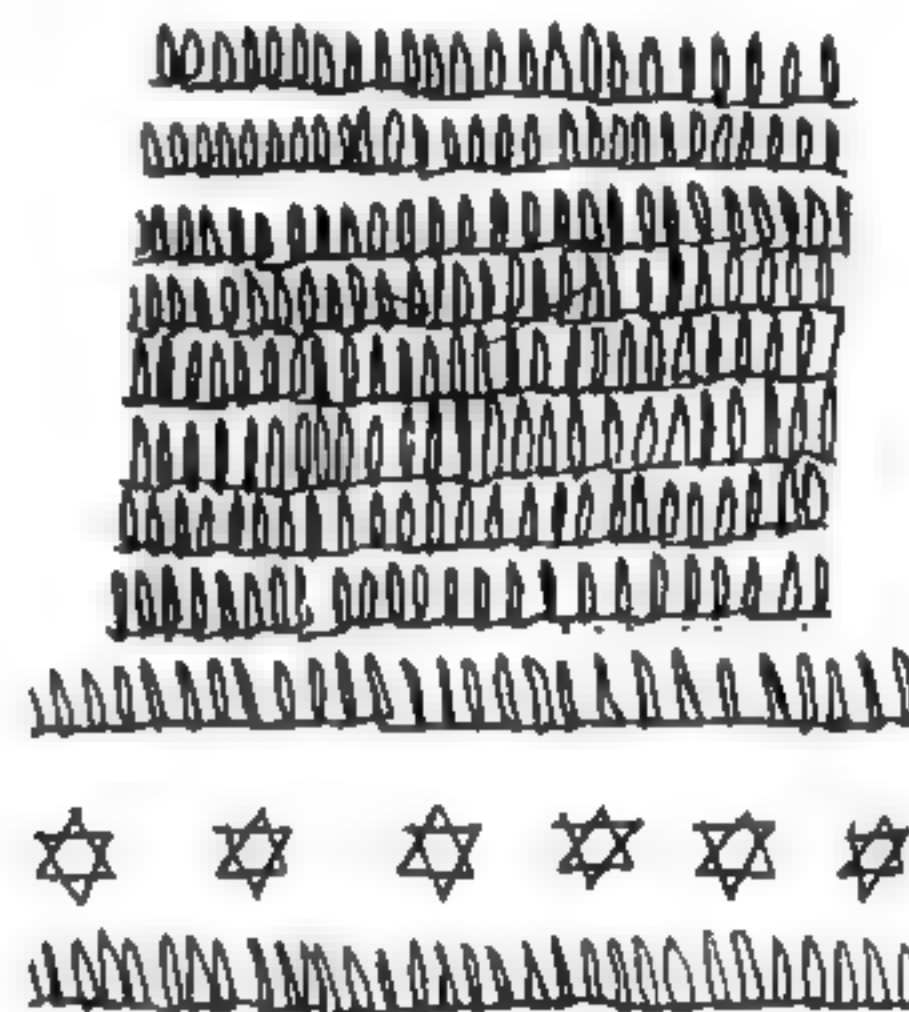
Herbert Hoover. This geometric doodle, by-product of a White House conference, shows the effect of Hoover's training as an engineer, later inspired a N. Y. textile designer to create the "pointer-cloth" fabric shown at bottom.



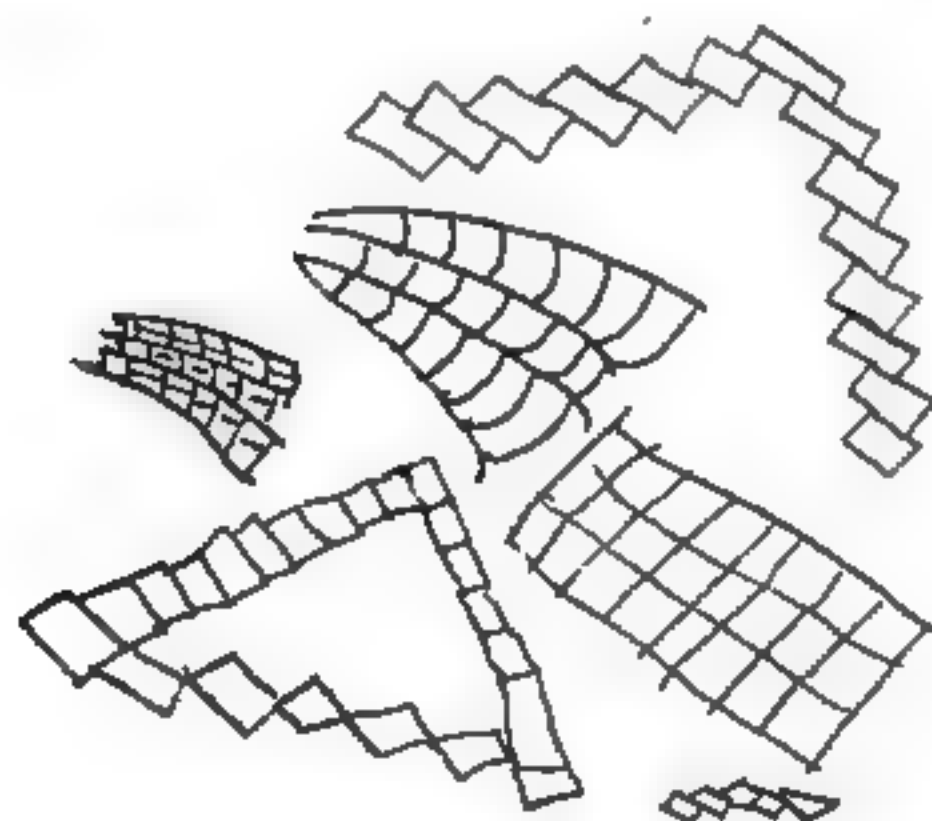
John L. Lewis. A thick blue-pencil doodler, Labor Leader Lewis likes to cross things out heavily, relieves his pent-up energy with blotches like these. Doodle Collector Arundel's analysis: "Determined. Self-confident. Stubborn."



William H. Vanderbilt. The former State Senator from Rhode Island is a compact doodler with a penchant for triangles. His doodle's upward trend indicates ambition. The blacked-out parts signify a tendency toward agoraphobia.



Bennett Champ Clark. The Senator from Missouri perpetrated his dogged doodle during a highly technical hearing before a Senate investigating committee. The Senate's most consistent doodler, his work reveals patient plugging.



Mark Sullivan

Mark Sullivan. "Steps of life symbolism" is how Mr. Arundel characterizes the noted journalist's doodles. Simply constructed, they symbolize the mental framework for some serious activity, indicate a logical and careful mind.



Helen Hayes (above). The star of *Victoria Regina* shows in her doodling that she lives the part subconsciously as well as consciously. Her portraits of herself as the Queen reveal humor no less than a preoccupation with her role.

Ellison DuRant Smith (left). Senator "Cotton Ed" Smith of South Carolina, an undefatigable turkey doodler, did this doodle while presiding over a Senate Agriculture Committee hearing. You see at a glance he loves the outdoors.



BREEDING LAMB FOR U. S. TABLES IS A GREAT WESTERN INDUSTRY



A SHEEP RANCHER'S HOME

The lamb nudging its mother's nose on the opposite page is 15 minutes old. It has just staggered to its feet. Its legs are still wobbly and shreds of the birth sac still cling to its wool. It was born last February on the 85,000-acre sheep ranch of Fred Holmes and Jack Wing (below) in California's Sacramento Valley. At the end

of its first day of life it was gamboling about friskily like the three little "woolies" (right). Some time this month, when it is four months old, and has been fattened up to weigh 80-90 lb., it will be shipped to the world's largest sheep market in Denver. Before long it will appear as "fresh spring lamb" in a U. S. butcher shop, and be served up as roast leg, or chops on a U. S. dinner table. For sheep ranchers Holmes and Wing it will gross approximately \$6. Its mother will earn them another dividend in late spring when she is sheared of her wool. (A picture essay on wool-shearing will be published in a future issue of LIFE.)

Since Holmes & Wing own some 30,000 ewes which, each winter and spring, give birth to 25,000-30,000 lambs, it is obvious that U. S. sheep raising is no mean business. Token of its prosperity is the brick home of Fred Holmes at Proberta, Calif. (above). Last year U. S. sheep breeders raised some 30,000,000 head of stock worth \$320,000,000. Much of this wealth was produced west of the Mississippi, to which sheep-raising's centre of gravity has shifted. Some of the biggest ranches, among them Holmes & Wing's, are on the Pacific Coast. To see how young sheep are fed, fattened, and grazed for the spring lamb market, turn the page.



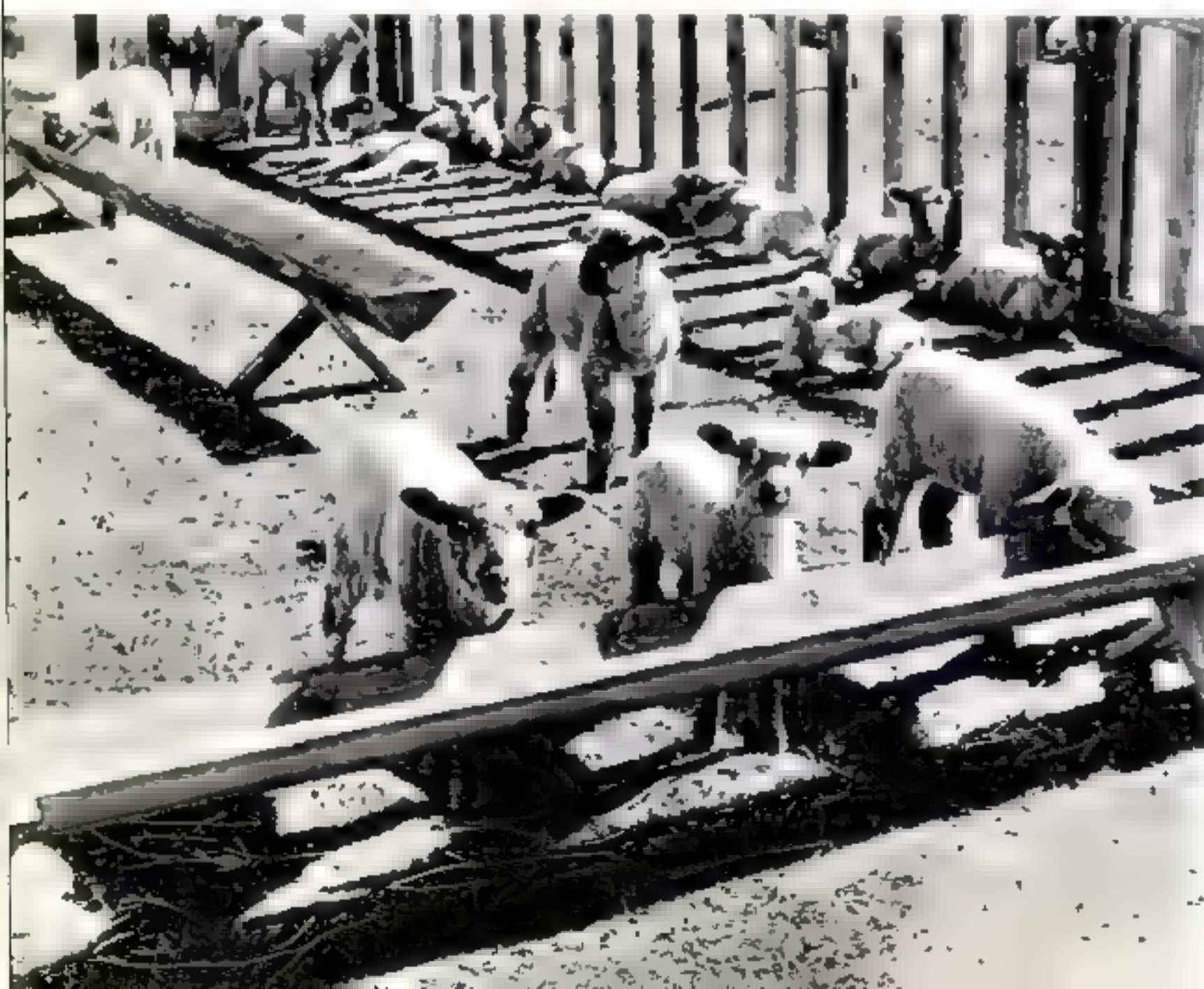
Sheep ranchers Fred Holmes and Jack Wing count up profits in their office at Proberta, Calif. They own or rent some 85,000 acres of pasture land on which graze some 60,000 sheep and lambs. They spend \$35,000 a year for pasture rentals, \$1 a head a year for feed, and clear anywhere from \$1.50 to \$2.50 a head profit.



Young lambs are shy but curious. This one came up to look at the camera but scampered away at the click of the shutter a moment later. Till they are three to four months old they suckle from the ewe's milk bag (below). They are fattened on corn and beet pulp.



The creep, in which lambs are fed, is built of boards spaced so that only young animals can slip through. The ewes try to follow them to the corn and sugar beet troughs inside, sometimes succeed but more often only leave wool from their flanks clinging to the boards (above).



THE BABY LAMB GROWS UP


(continued)

The first month of the young lamb's life is merry. It gambols and frisks, hops about with stiffened legs, suckles of its mother, eats greedily of hay, linseed meal, and Malta corn provided by the efficient rancher. During this period it must be carefully guarded for a spring blizzard, swooping down from the mountains, may wipe out a whole generation of newborn lambs—and a season of Holmes & Wing profits. By ample feeding, constant watch against furtive coyotes and fierce bobcats, and careful doctoring of the many ills to which the fragile race of sheep are prone, not more than five per cent of the flock will be lost. Having survived these many perils, at the end of its first month the infant lamb will weigh 15-20 lb.

Then comes an important and painful experience. One day the rancher hires a crew of ten men who come into the corral with blow-torches, pincers, irons and branding tools. Bleating, the lambs are separated from their mothers and herded into pens. The males are then castrated to make them fat and tender. Both males and females have six to eight inches of their tails clipped off to keep them clean and healthy. As they emerge from the pen they are marked with the owner's initial or design by a wooden branding tool dipped in pine tar or paint. Each flock of 500 has a brand of its own. In a ten-hour day a crew of ten will round up and brand some 1,500 sheep. Having thus been "docked," castrated and branded, the little "woolies" are now ready to join their mothers on the range (turn next page).



Sheep tails are counted after "docking" (clipping). The rancher thus knows how many new lambs he has. Afterwards, the tails are buried in a pit. Sheepmen count on an annual loss of five per cent of their flocks from disease, natural death, coyotes and rainstorms.



When an infant sheep is three to five weeks old he gets his first intense grooming for "spring lamb." Here you see the whole process. The lamb at the bottom is being castrated. The next two are being shod along to the hot clipping iron, from which smoke arises as the fourth lamb's tail is docked. The last man at the fence paints the wound with tar to speed its healing.

**NO TRESPASSING
OR TRAILING OF SHEEP
THROUGH THIS RANGE
FREIDMAN BROS.
"B.Y."
HOLMES & WING**

HERDER GUARDS SHEEP ON THE RANGE

(continued)

Range for grazing his stock is one of the sheep rancher's biggest problems. When the first spring grass begins to grow, the flocks start off on their annual trek into the mountains. During May and June they trail through the lower foothills, munching the grass down to the ground, moving on to a new patch of green each day. As summer comes they climb up the slopes. By July they have reached high altitudes, sometimes even up to the timber line, where the grass, fed by melting snows, is still fresh and green. Choice ranges for many a big western rancher are the national forests where, with a government permit, they may graze their sheep four months out of the year for 30 cents a head.

Accompanying the flocks on these grazing treks as caretaker, protector, veterinary and guide is the shepherd. His is a strange and lonely life. Often for months on end, he lives in utter solitude, far out on the range in a little covered wagon drawn by horses. His sole companions, besides a flock of rambling, bleating sheep, are the wind, the stars, the flow and ebb of night and day. His sole friend is his tireless sheep dog, trained to round up stragglers at the slightest gesture from his master. For his ever watchful care over 2,000 to 2,500 sheep worth \$10,000 to \$20,000 the shepherd gets \$400 a month and food.



Basque herders, like this one from the Holmes & Wing ranch, are the best. Scotchmen, who have been sheep raisers for generations, are also good. To keep from going mad during months of solitude, most herders ride hobbies. Some carve wood, paint or play solitaire.



Bobcats and coyotes are sheep's worst enemies. A coyote will keep out of rifle range all day, then stalk the flock at night and kill as many as two ewes a week. A Holmes & Wing herder shot these two marauders, hung them up on a fence post as warning to others.



Lambing time on the range keeps shepherd and sheep dog busy. The newborn animals must be herded into safe valleys, for this is the time when coyotes are most daring. When twilight comes they dash into the edge of a flock, stampede the frantic ewes, make off with a lamb. During this period, ten men are hired for every flock of 2,000

Night falls on the shepherd's wagon (below) far out on the plateau. Soon he will build his campfire, cook his grub, maybe play his accordion before turning in. For companionship he turns to his dog who, in cold weather, often shares a bed with him. During the day he must walk miles over rough terrain, avoid rattlesnakes, thistles, and lightning.



SPRING LAMB GOES TO MARKET (continued)



Fat and sleek from four or five months on the range, the young spring lambs (above) are driven down the highland roads to market. Having a mountain origin, sheep travel great distances without tiring. California ranchers, like Holmes & Wing, often load their "woolies" into double-decked, ventilated sheep trains and freight them off. Last year some 3,000,000 lambs passed through the Denver pens (below). Some were slaughtered, some fattened up anew on corn, sugar-beet pulp, and barley, some relayed on to the great south-side slaughterhouses of Chicago. This year has been a good one for sheep ranchers. Lamb sold in March for \$10.89 a 100 lb., \$3.38 more than March average for the last five years.

Sorted out into pens (below) these lambs will soon be sold to packing plant buyers who crowd the world's largest sheep market in Denver. Buyers can tell at a glance the weight of a lamb within a fraction of a pound and the quality of the meat. Millions change hands here weekly with rarely a signed contract. A nod of the head, the lifting of a cane may close a deal of \$50,000 in cash. Soon these lambs will be herded into trains again, go rushing overland to distant packing plants. The end of the career that began on a sheltered California sheep range, led through the tail-docking and castration pen to grazing on the open range is the uniform, evenly fleshed carcasses on the butcher's hooks below.



YOU DRINK WITH A REASON WHEN
YOU CALL FOR AN ICE-COLD BOTTLE OF

CANADA DRY

"IT'S GINGERVATING"

...the only ginger ale in the world made by the
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* The one process that captures all the elusive flavor, the
clear aroma, the wholesome stimulating qualities of
pure natural ginger. The patented Lloyd Process is
owned by Canada Dry (cannot be used by anyone else)

IT AIDS DIGESTION

(fine with meals,
especially for
children)

IT SUPPLIES QUICK ENERGY

(Invigorating after
sports)

IT PICKS YOU UP

(remember it the
next time you are
tired from a day's
shopping)

IT SOOTHES INWARDLY

(try a glass as a
mid-morning
freshener)

The refreshing taste of Canada Dry is one of the world's flavor masterpieces...
neither too sweet nor too dry. The wonderful sparkle is always thirst-quenching.

NEW LOW PRICES EVERYWHERE Keep plenty in the refrigerator.
Let the children have all the Canada Dry they want. You couldn't give them a purer,
more wholesome beverage. And the new, low prices make it economical. They've been
materially reduced...now the lowest in Canada Dry's history.



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STORE
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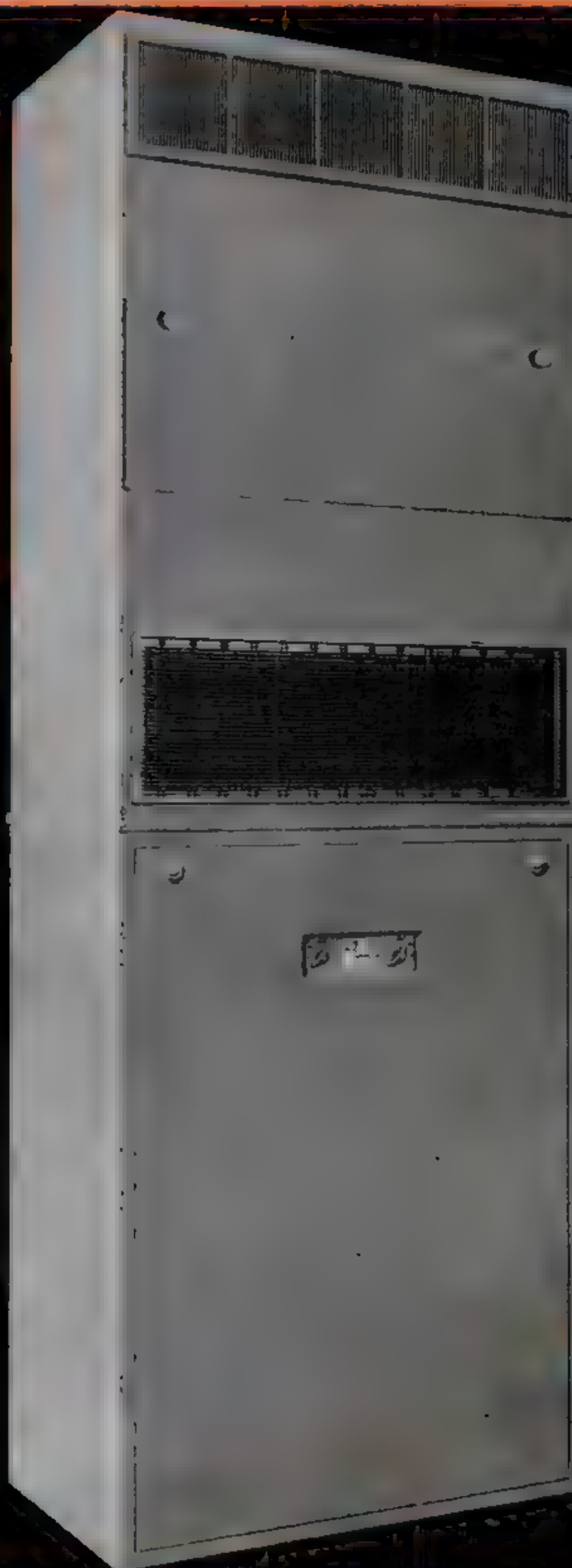
IF YOU'VE BEEN HOLDING BACK—waiting for perfected air conditioning—you can step in and buy now!

Here's the greatest development in air conditioning history...CHRYSLER'S AIRTEMP—the complete, low-cost *air conditioner* thousands of business men have wanted.

It's complete...perfected...brought down to your price!

Chrysler engineering genius has packed everything you want into this simple, fool-proof unit. It cools...filters...dehumidifies and circulates the air in your store, small shop, or group of offices. Has *five times* the capacity of ordinary room air conditioners!

Practical business men are **BUYING NOW!** A small down payment is all you need. Call your dealer, today—or fill in coupon below. AIRTEMP, INCORPORATED, Dayton, Ohio—Subsidiary of Chrysler Corporation.



INSIDE FACTS

Here is a complete air conditioning system "All-In-One" cabinet! Cools, dehumidifies, circulates and filters air. Can be used for heating also.*

Readily installed... only 3 connections!

Takes only 20" x 33" floor space...7' 6" high... yet is of 3-h. p. capacity.

It can be easily moved and reinstalled.

Amazingly quiet—because the exclusive Radial Compressor is designed to incorporate the principles of the famous Floating Power mounting.

All parts enclosed in one cabinet. All moving parts encased in SEALED HOUSING.

Distributes air above head level.

Low first cost...low in operating cost.

Uses famous Freon refrigerant...entirely safe and efficient.

Cooling action AUTOMATICALLY CONTROLLED... easily adjusted by visible dial controls on outside.

*Heating element for connection to present heating system furnished at slight additional cost.

\$697⁵⁰

F.O.B., DAYTON

For standard 3-Phase, 60-Cycle Current...Installation Additional. Type and Size of Space Determine Number of Units Required.

AIRTEMP **COMMERCIAL**
AIR CONDITIONER

MAIL THIS COUPON TODAY

AIRTEMP, INCORPORATED, Dayton, Ohio Dept. 1-5-24
Gentlemen: Please send me details about new Airtemp "All-In-One" Air Conditioner for my

(Name of type of space to be cooled)

NAME _____

ADDRESS _____

CITY _____ STATE _____

Now discover the tang
of a *DRY* whiskey-and-soda

*I*T'S the quality of dryness in a whiskey-and-soda that gives it zest and keen-flavored briskness.

So be wise! In following the trend to whiskey-and-soda, be mighty careful to make yours with a *dry* whiskey—with *Paul Jones*.

For, straight or in mixed drinks, Paul Jones is a truly *dry* whiskey—full-bodied and hearty, yet without a trace of sweetness. In its dry, clean-flavored taste you'll find one of the reasons why, since 1865, Paul Jones has been known as "A Gentleman's Whiskey!"

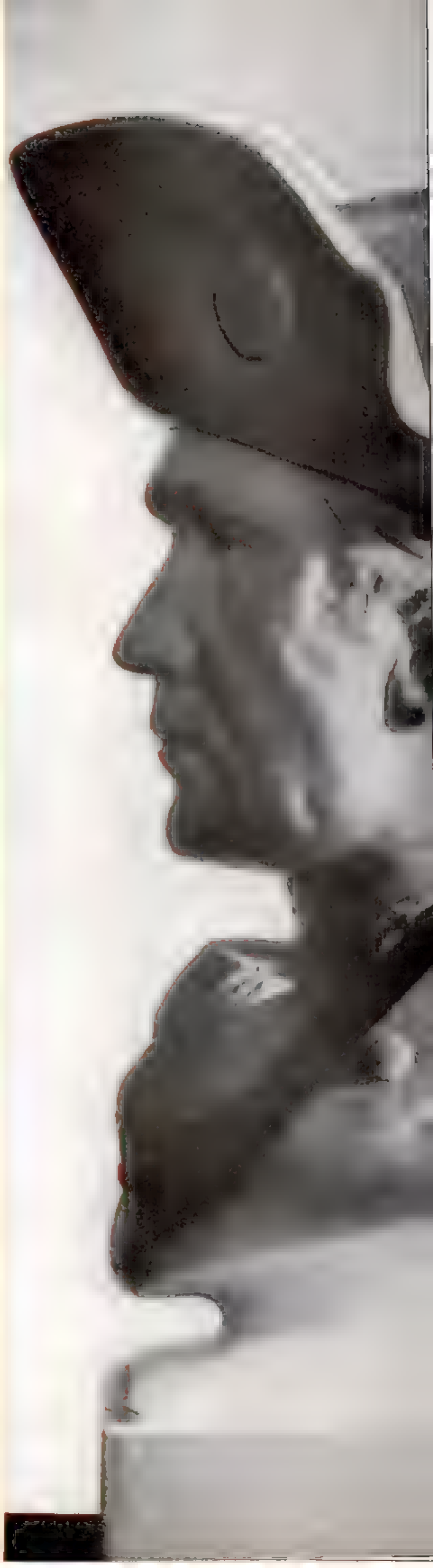
A BLEND OF STRAIGHT WHISKIES
92 PROOF

Frankfort Distillers, Incorporated, Louisville & Baltimore, makers of Paul Jones 90 proof Old Oscar Pepper Brand (80 proof), Matting & Moore (80 proof) and other straight whiskies. The Paul Jones Four Year Old (90 proof) distilled from 100% grain neutral spirits.



Paul Jones

A Gentleman's Whiskey Since 1865





"Isn't he beautiful?" squeal a roomful of blondes when Wayne Morris makes his entrance as a bellhop at a party. One of them kisses him.



For being kissed, the bellhop has his trousers docked at the knees by a jealous male guest. Bette Davis feels sorry for him.



"You work for me," says a fight promoter (Robinson) after the bellhop gets angry and knocks down the world heavyweight champion.

MOVIE OF THE WEEK:

Kid Galahad

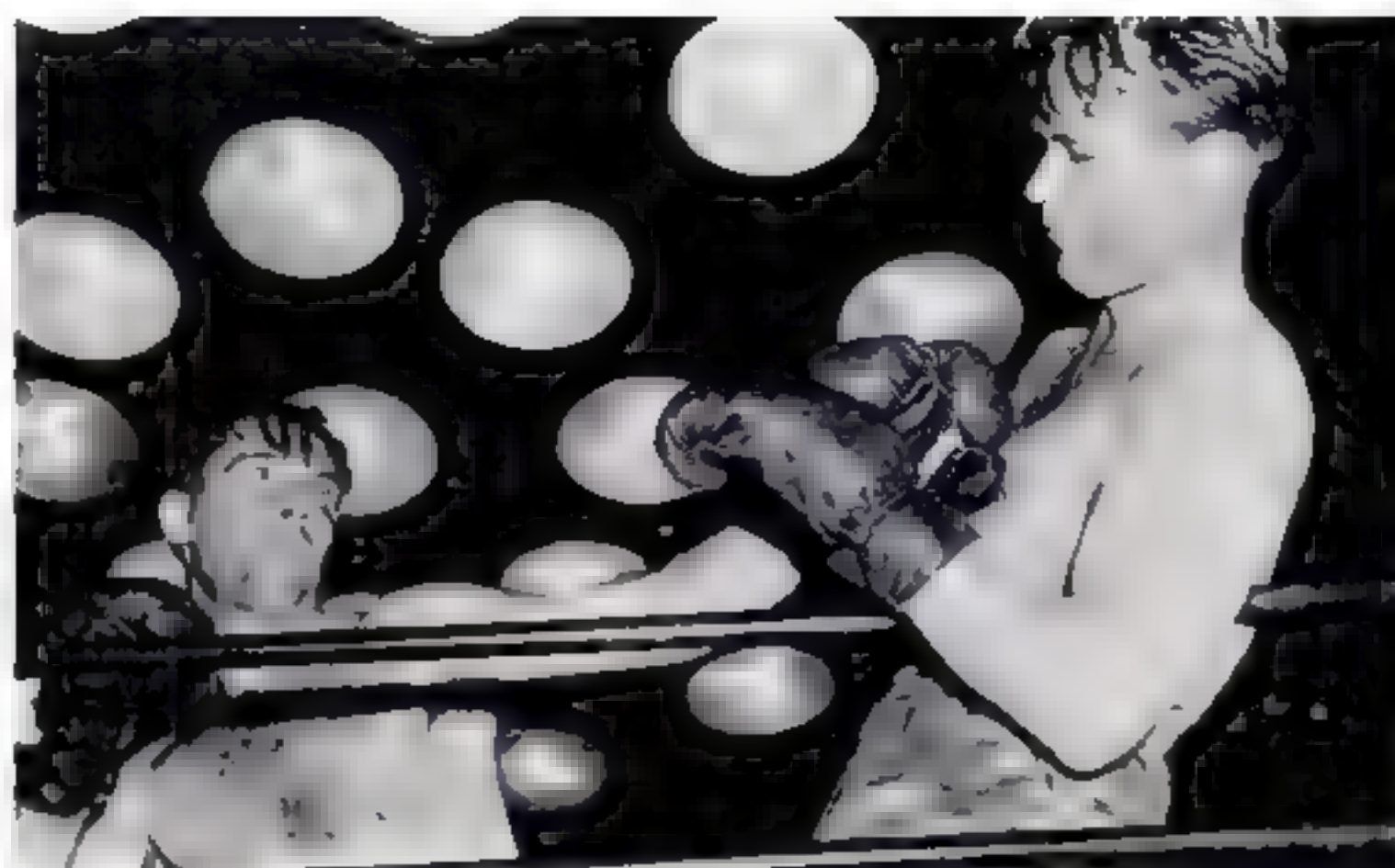
Kid Galahad is a movie about a prize-fight promoter (Edward G. Robinson), his "Girl Friday" (Bette Davis) and a handsome bellhop (Wayne Morris) whom they make into a heavyweight boxing champion. The story and direction are undistinguished, but *Kid Galahad* is worth seeing for the fighting scenes, the best yet filmed.

Wayne Morris, the bellhop-fighter, is a young man, 6 ft., 2 in. tall, whom Warner Bros. hopes to make into a romantic hero. His first appearance in a leading role is designed to make him popular with both sexes of movie-goers. To emphasize his feminine appeal, he is thoroughly kissed by all the female players, including Bette Davis (below) who ties her handkerchief around his arm and christens him Kid Galahad. His masculine appeal is assured by the authentic boxing shots, which you see on the two following pages.





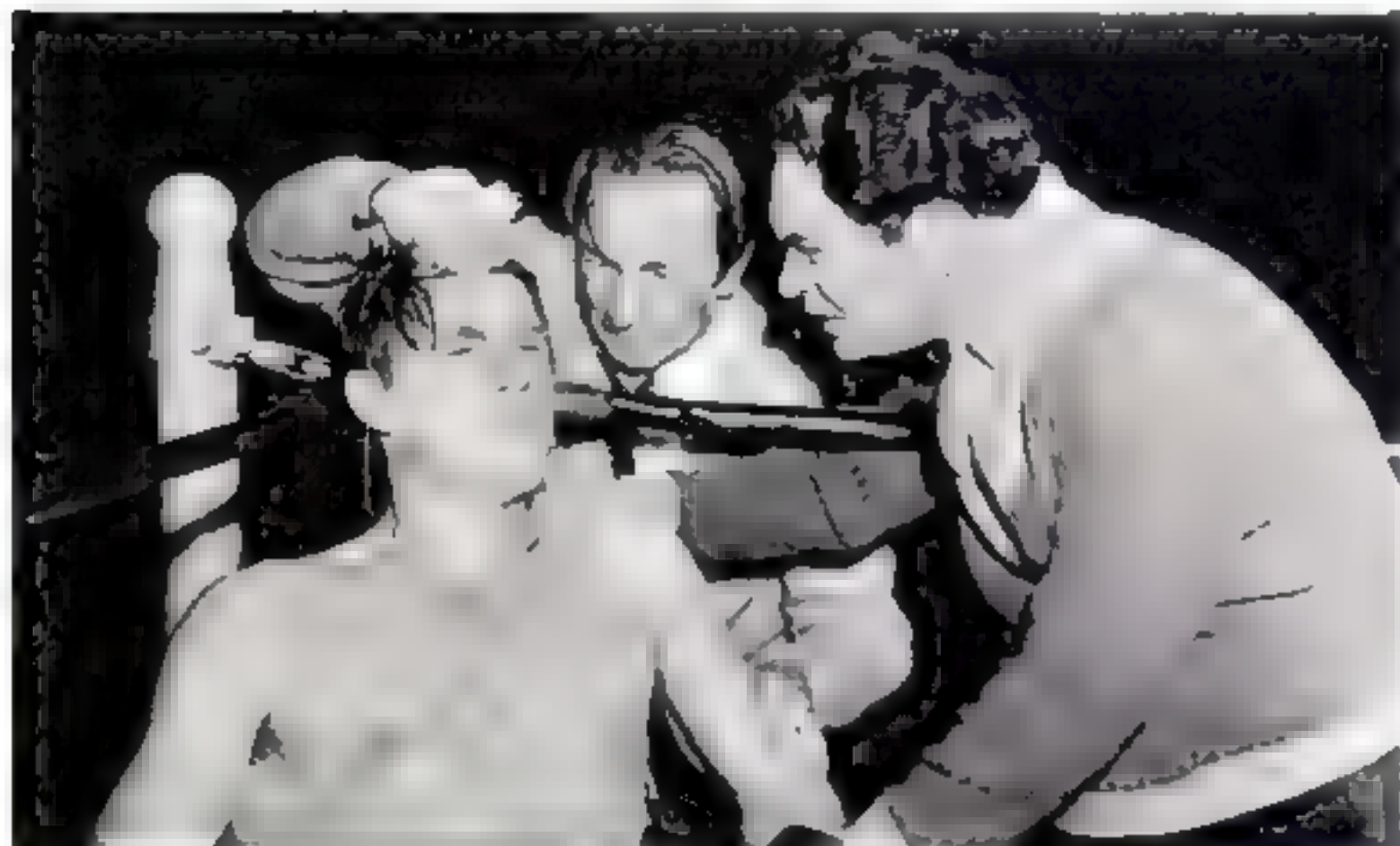
1 Kid Galahad is remarkable chiefly for its realistic boxing scenes. Wayne Morris, who plays the title role, is shown rinsing his mouth before the start of the championship bout.



2 As the fight begins, he is double-crossed by his manager (Edward G. Robinson). Angry at Galahad for keeping company with his sister, Robinson decides to throw the fight.



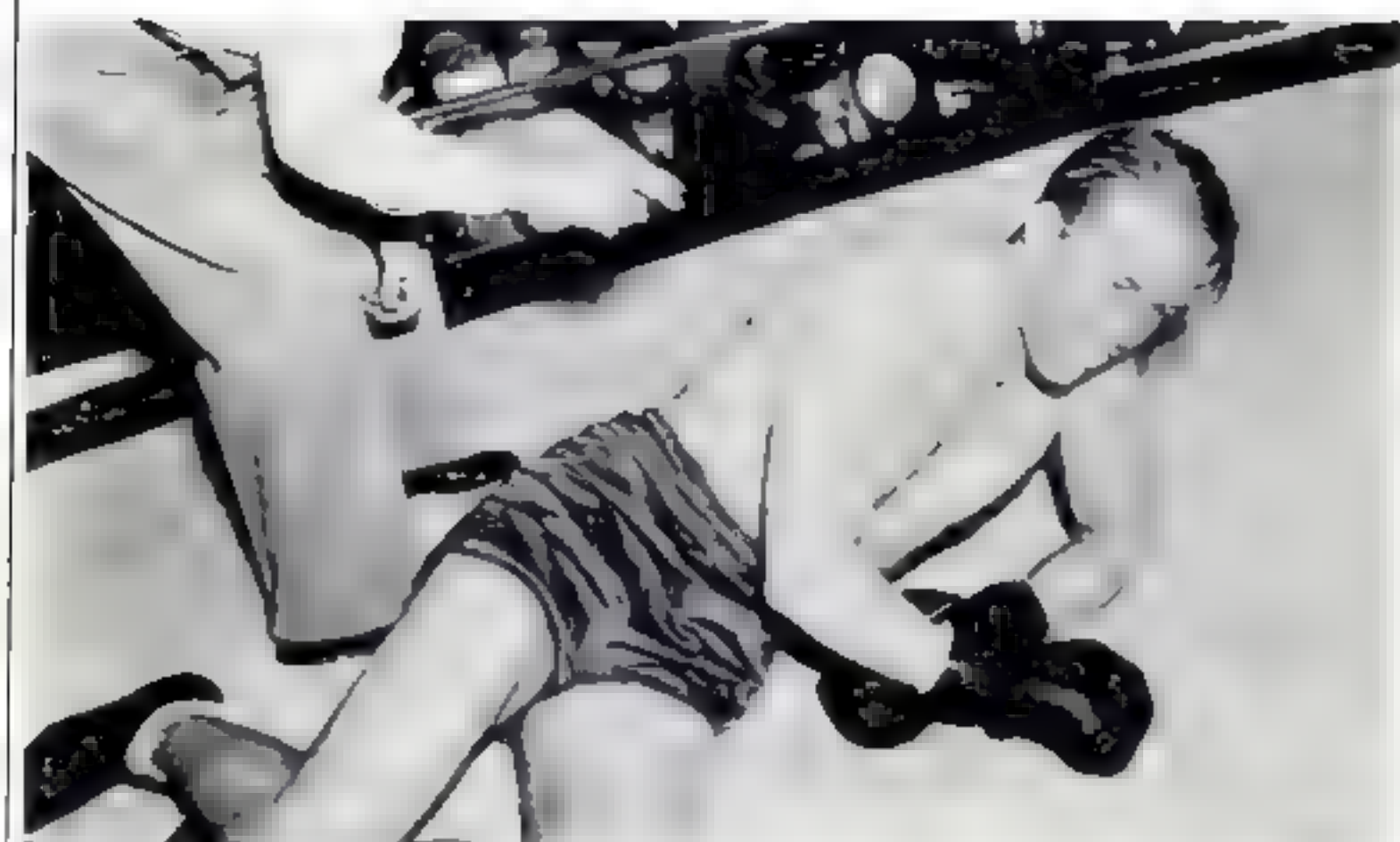
4 This fight is no camera trick. Wayne Morris was trained for 13 weeks like a professional boxer, with daily roadwork and practice against "palookas"—broken-down boxers supplied by the studio. His opponent in the movie fight is William Haade (left), a structural steelworker who was commandeered by Broadway for the play *Iron Men*, later hired by Warners.



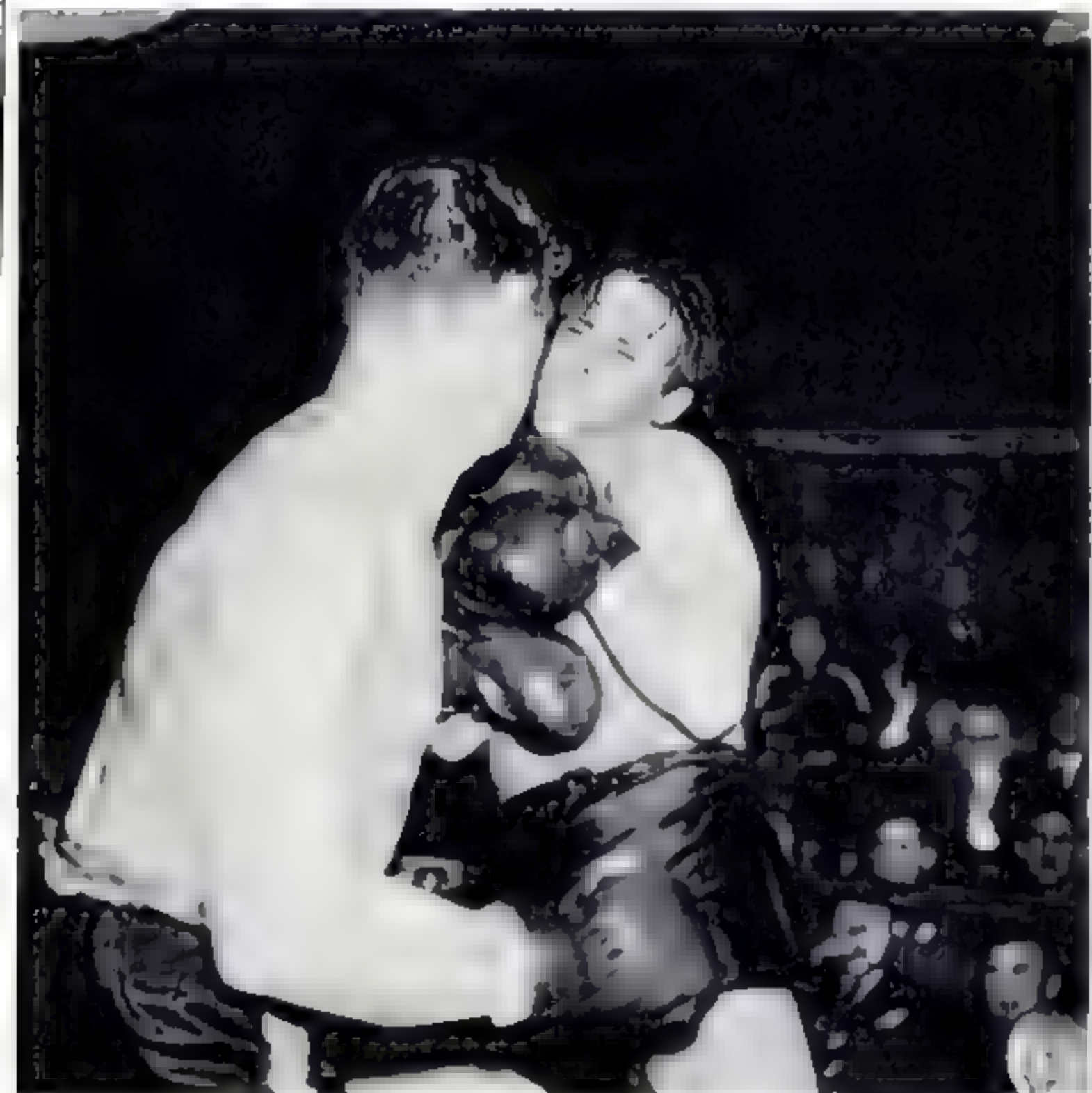
6 The manager (Robinson) gives Galahad the instructions he should have given him at the start of the fight: to box Tunney-style, keep away from the champion, gradually tire him out.



7 Galahad obeys orders, soon lands this knockout blow. In the shot above, Morris is actually knocking out Haade, who twisted his leg in falling and was on crutches for ten days.



3 Knowing that the champion can slug but cannot box, Robinson instructs Galahad to slug. The Kid obeys and is knocked down so savagely that his rubber mouthpiece nearly falls out.



5 For seven rounds in the movie, Kid Galahad takes a terrible beating. When he is almost out on his feet, his vengeful manager has a change of heart, decides to stop the slaughter.



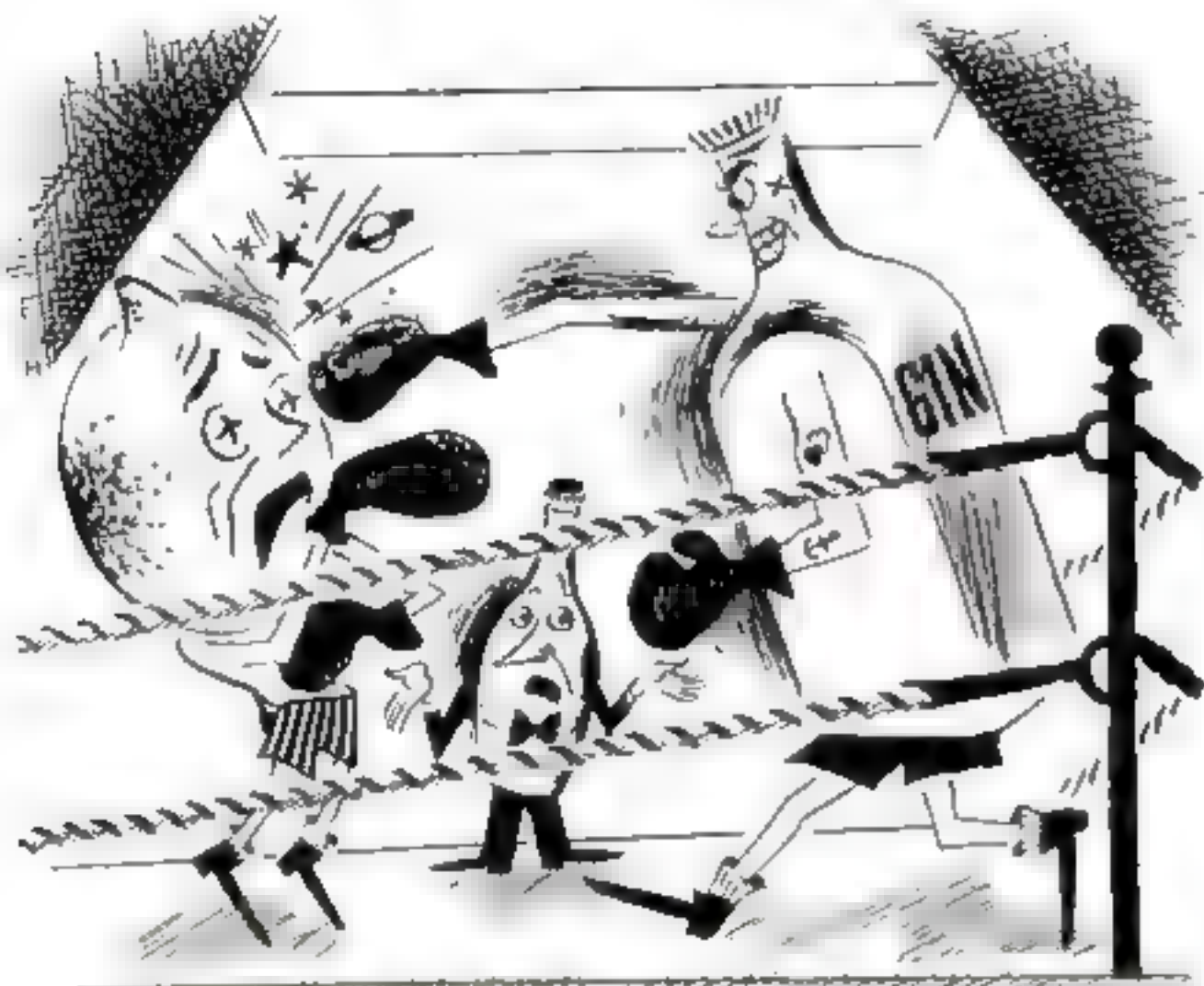
8 Kid Galahad is acclaimed as the heavyweight champion of the world, a title which he immediately abdicates in favor of marrying Robinson's young sister and returning to his farm.



The standard ending of three out of every four Edward G. Robinson pictures is death by gunfire. Actor Robinson first died in *Little Caesar*, repeated in *Silver Dollar*, *Bullets or Ballots*, *I Loved A Woman*, and *Barbary Coast*. No exception is *Kid Galahad*. Even though his fighter wins the world championship, Robinson dies. He is shot after the fight *top* by a rival promoter, helped to a rubbing table by Kid Galahad and a trainer (Harry Carey), mourned by Bette Davis and the kid sister whom Galahad loves (Jane Bryan).



A Tom Collins or a Prize Fight?



A mixing gin
makes friends with
all the fixings—
doesn't fight them



You neither taste
nor smell it in the
finished drink

A TOM COLLINS is a mixed drink—the kind of mixed drink America is famous for.

In a perfect Tom Collins, the gin, the lemon juice, the sugar and the soda should be friendly partners—not sparring partners. A gin which overpowers other flavors is not a mixing gin.

Fleischmann's—the original American gin—has been especially made to mix. Its formula is a secret, known to only four men and our trusty safe. We hope, however, that many men will enjoy the results . . . the delightfully smooth authority of a Fleischmann drink.



Distilled from American grain. 90 Proof.
The Fleischmann Distilling Corporation,
Peekskill, New York.

Fleischmann's Distilled Dry Gin

The real American Mixer



3 Up above the treetops goes the parachute beginner until the downward pull of his weight commences to offset the upward blast of machine-driven air.



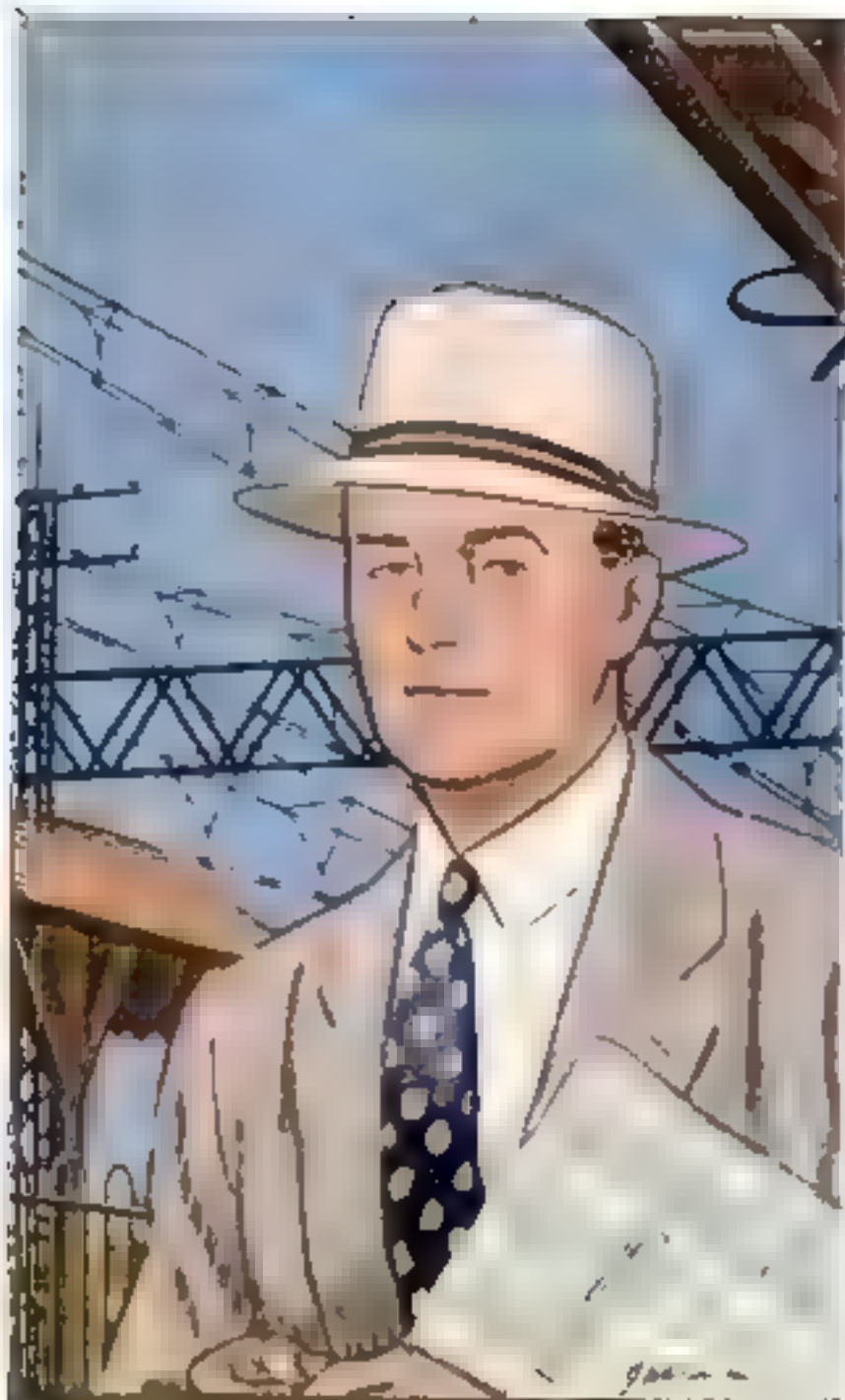
1 The parachute-catapult's vertical air current begins to fill the parachute.



2 Blown skyward by the machine, 'chute lifts jumper from the ground.

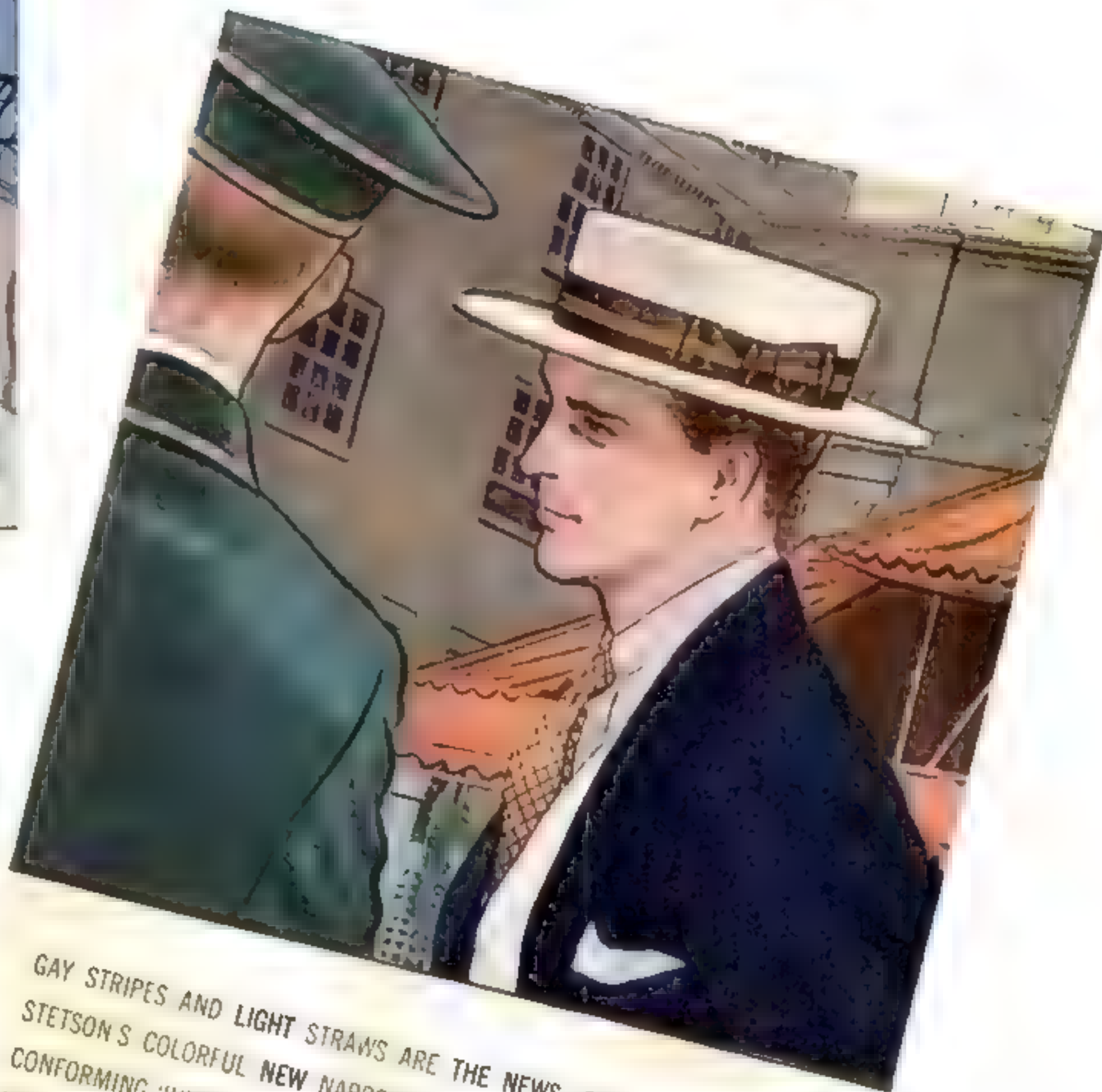
RUSSIA HAS "SELF-RISING" 'CHUTES

Since parachute jumping is one of Soviet Russia's most popular sports, it is natural that Leningrad should be the scene of the latest parachute wrinkle: a powerful wind machine which blows a parachute and jumper up some 200 feet off the ground on a vertical air current. Its purpose is to give neophytes experience in descending and landing without the risk to life and limb attendant on bailing out from high altitudes.

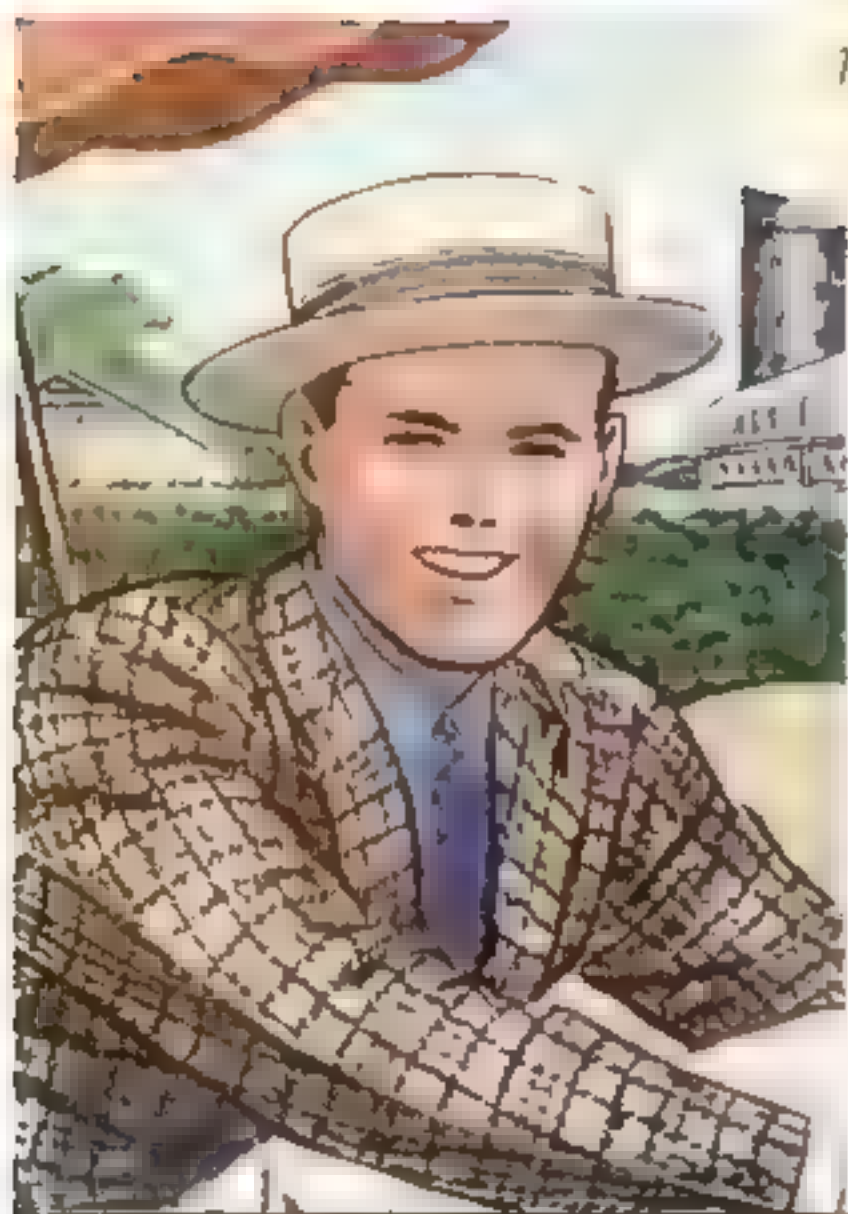


GO GAY, TOO, WITH THE BAND
ON YOUR PANAMA. THIS IS STETSON'S
"HASTINGS." ITS FULL BRIM,
ITS SLIGHTLY TAPERED CROWN,
ITS COOL SMARTNESS,
ARE PRECISELY RIGHT THIS SUMMER

Hail the straws and stripes!



GAY STRIPES AND LIGHT STRAWS ARE THE NEWS. CHOOSE ONE OF
STETSON'S COLORFUL NEW NARROW BANDS. WEAR IT ON STETSON'S SELF-
CONFORMING "HIALEAH," SHOWN ABOVE. IT'S "DEGREES COOLER INSIDE"
THIS NEWEST SENNIT. CLEVERLY WOVEN VENTS LET THE BREEZES THROUGH.



COMFORT IS THE NEW KEY TO
SUMMER SMARTNESS. LET YOUR SENNIT
BE SELF-CONFORMING, VENTILATED, LIGHT
AS A WHISPER. AND SHOW YOUR COLORS
—OF SCHOOL OR CLUB—ON THE BAND
SHOWN ABOVE: THE "AMHERST" SENNIT.

● Try on these Stetsons. Ask to see the other equally smart Stetson straws that your dealer has in stock. You will find them just as enduring in quality as they are advanced in style. Stetson straws, the product of generations of hat-making experience, are formed throughout from superior braids and bodies. The finest of hand-workmanship goes into every stage of their manufacture. Which means that a Stetson will keep its fashion lines far longer than ordinary straws. John B. Stetson Company, Philadelphia, New York, London, Paris.

STETSON HATS

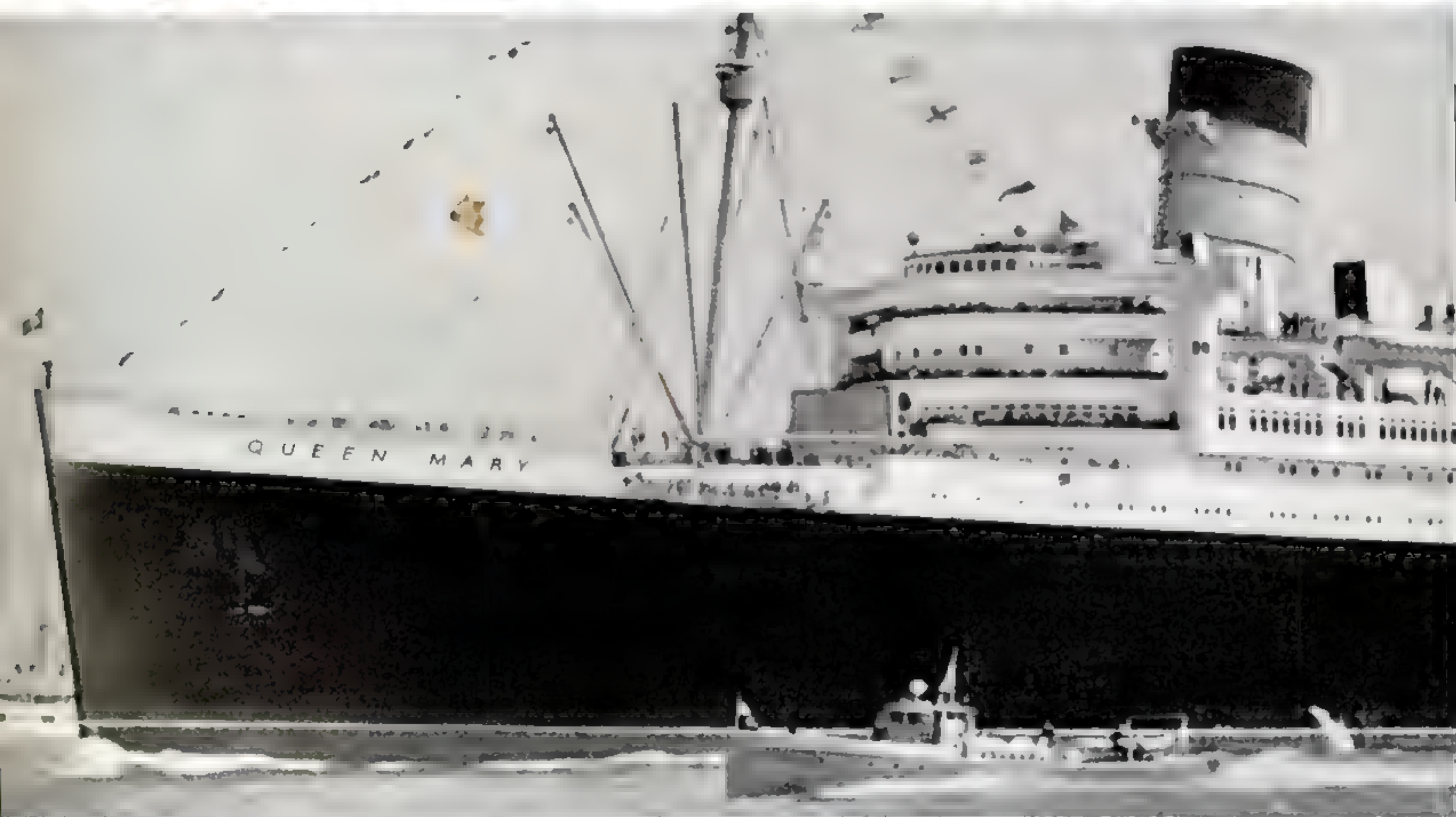
Royal Stetson Straws, \$5

Standard Stetson Straws, \$4

Stetson Panamas, from \$7

200,000

UNDER HER



A Short, Short Story about the Newest Atlantic Record

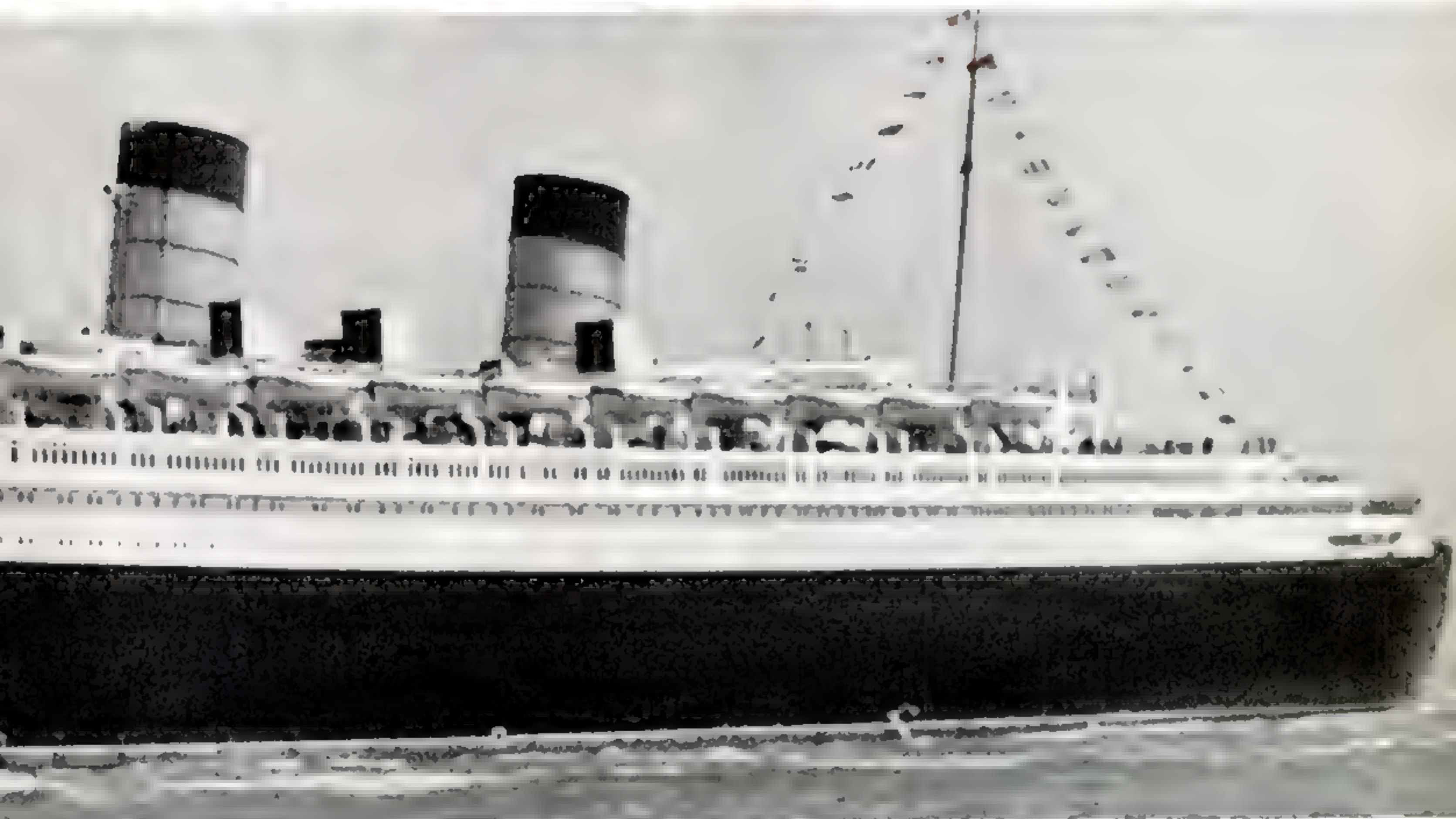
LAUNCHED SEPT. 26, 1934... christened "Queen Mary"... she put to sea on her maiden voyage, May 27, last year.

The British said she was not out for the record. But four trips later she won the right to the coveted Blue Ribbon for speed supremacy!... joined the Normandie, the Bremen, Europa, Rex and others that have held it.

MOBIL OIL AND MOBIL

OWHP. HOOD.

AND SHE RELIES ON
THE MAKERS OF
MOBIL OIL FOR VITAL
ENGINE PROTECTION



Record Holder...the World's Finest Oil...AND YOUR CAR!

What has this to do with your car? Just this: every North Atlantic record-breaker has been lubricated by the makers of Mobil oil. Which just about makes Mobil oil the world's Blue Ribbon motor oil, doesn't it? It does. Mobil oil is the world's largest-selling motor oil today. Use it in your car...and you have the best!

**MOBIL GAS SOCONY-VACUUM
OIL COMPANY, INC.**





HE MADE LIFE Safer for Children

Millions of children are alive and well today because there once lived a man named LOUIS PASTEUR—discoverer of the process which immortalized his name—the process of pasteurization.

It was the first great step in safeguarding the purity and wholesomeness of milk—so vital to health. Well may every mother bless the name of Pasteur—the man who made life safer for children.



Today—this great work of making life safer is carried on by the Sealtest System of Laboratory Protection. Sealtest Scientists ceaselessly strive to improve the quality and safeguard the purity of the milk, ice cream and other dairy products used in your home.

The Sealtest System is the world's largest laboratory organization devoted exclusively to dairy products. It is headed by leading food scientists—working through a system of more than 100 laboratories.

The chief purpose of this great scientific organization is to maintain, in co-operation with public health authorities, the highest quality in the milk, ice cream and other dairy products of its member-

companies. Also to throw around these products every practical safeguard known.

Supporting this Sealtest System is an affiliated group of leading dairy and ice cream companies who have pledged themselves to accept and uphold Sealtest requirements in their products. Sealtest Scientists are stationed in plants of these companies. Every process and every product come under their supervision.

How can you get this Sealtest protection for your family? Buy your milk, ice cream and other dairy products from the companies in your community whose products are produced under the Sealtest System of Laboratory Protection.

The red-and-white Sealtest Symbol is your assurance of purity, quality and safety in dairy products. Give your family this added health protection.

Join the Sealtest Sunday Night House Party, Every Week at 10 (E. D. S. T.), NBC Red Network

Copyright 1937, Sealtest, Inc.

IN THOUSANDS OF COMMUNITIES. THE OUTSTANDING MILK AND ICE CREAMS ARE SEALTEST PROTECTED

ART:

PAINTER OF "SEPTEMBER MORN" DIES AT 68



PAUL CHABAS

When Paul Chabas, noted French painter (left), completed a canvas of his 16-year-old model in the summer of 1911 and sent it to the Salon of 1912, it won a medal of honor and practically no public attention whatever. When Paul Chabas died in the outskirts of Paris last week at 68, his *September Morn* (below) was one of the most familiar pictures in the world, reproduced countless times on calendars, window display cards, and posters.



An unwitting booster of *September Morn* was the late Anthony Comstock (right) who in 1913 saw the original in a Manhattan art gallery, tried unsuccessfully to have it removed on the grounds that it showed too little morning, too much maid. Resultant publicity made the picture famous, paved the way for its \$10,000 sale and for a steady stream of reproductions which has never ceased. The original model is now married, plumpish, 43.



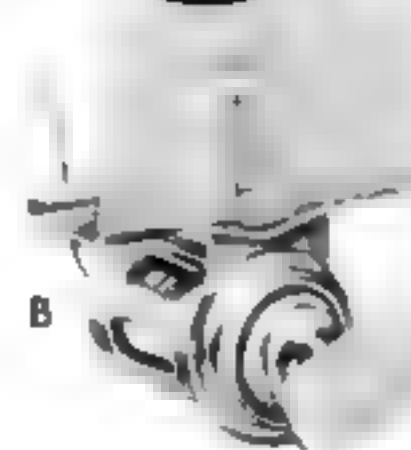
ANTHONY COMSTOCK

HERE'S A WONDERFUL NEW CIGAR LIGHTER FOR YOUR CAR



LOOK

it's automatic



*Installed on your
car in five minutes*

Simple directions and bracket furnished with each lighter. Replaces old style lighter through instrument panel (Figure A) or can be attached with special bracket (Figure B). Bracket comes with lighter.

• Thermostat controls heat, guaranteeing a perfect light every time—can't fail. Approved by engineers of leading automobile companies. Endorsed by safety officials. A **SAFETY** lighter that ends fumbling, fighting for a light. Stops dangerous one-hand blind driving. Note the distinctive shape. It's easier to handle...easier to pass from one person to another...no danger of burning fingers. \$2.50 complete in the U.S.A. \$3.45 in Canada. Fully guaranteed. If your garage, auto supply dealer or service station can't supply you, order direct. Coupon below is for your convenience.

CASCO AUTOMATIC CIGAR LIGHTER

CASCO PRODUCTS CORPORATION, Dept. L
BRIDGEPORT, CONN., U.S.A.
287 King St., East, Toronto, Canada.

Gentlemen: Please send (check color wanted) Pearl White ☐ Brown Quartz ☐ or Black ☐ Casco Automatic Cigar Lighter with Guarantee and simple directions for installing on my car. I will pay postman on delivery.

Name _____

Address _____

City _____

State _____

Write your dealer's name and address in margin below



I gave it 'the works' and I'll tell the world

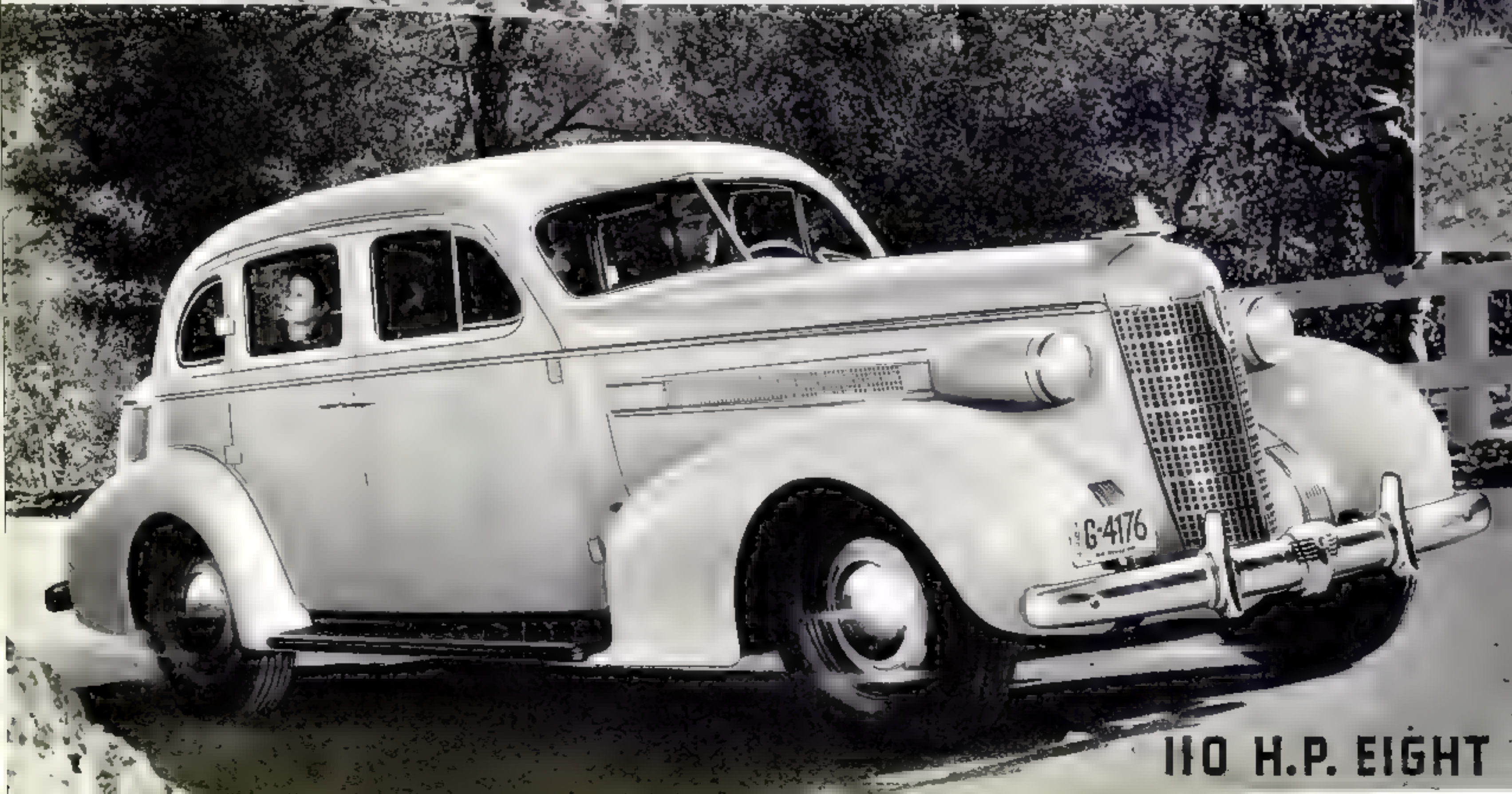
Nothing All-around



TRY OLDSMOBILE in action and you, too, will be thrilled!

For the longer and farther and harder you drive, the more thoroughly you will be convinced that Oldsmobile sets America's pace—not only in smooth, eager and resourceful performance, but in easy handling, comfortable riding, safe and carefree travel. You know, of course, that Oldsmobile is recognized everywhere as America's Style Leader . . . you can see at a glance that Oldsmobile is smart and dashing and different from all the rest. You know, too, that Oldsmobile is "The Car That Has Everything" . . . for Oldsmobile's modern fine-car features are all a matter of record. But not until you put Oldsmobile through its paces . . . not until you give it the "works" . . . can you appreciate the real satisfaction of driving a fast-stepping, easy-riding, pace-setting Oldsmobile . . . the car you can't beat for performance!

PRICED WITHIN REACH OF 9 OUT OF 10 BUYERS! Compare Oldsmobile's low delivered prices with those of other cars. You will find that Oldsmobile is priced but a little above the lowest. If your present car is of average value, it will probably cover, or more than cover, the down payment. Monthly payments to suit your purse under convenient General Motors Instalment Plan.



110 H.P. EIGHT

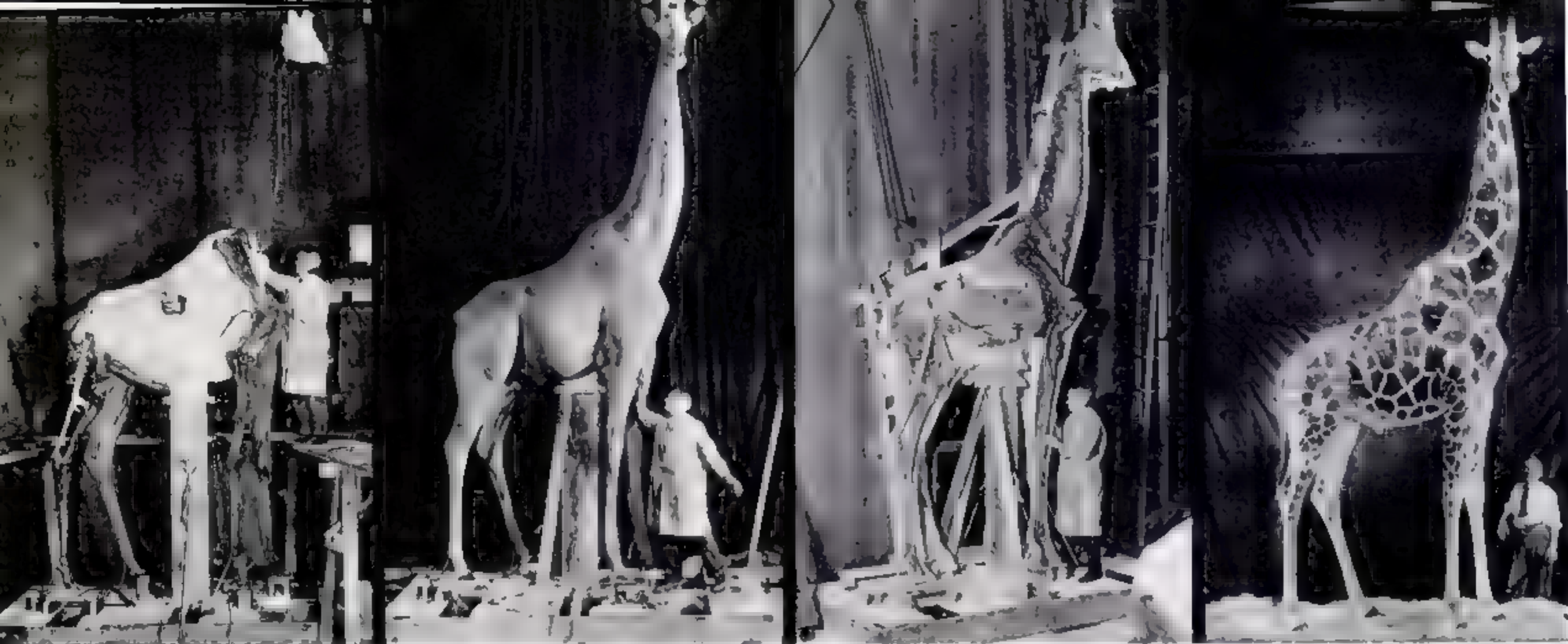
*can touch it for
Performance!"*



95 H.P. SIX

"THE CAR THAT HAS EVERYTHING" 95 h. p. SIX with 117-inch wheelbase . . . 110 h. p. EIGHT with 124-inch wheelbase . . . Unisteel Turret Top Bodies by Fisher . . . Knee-Action Wheels . . . Triple Sealed Super-Hydraulic Brakes . . . Center-Control Steering . . . Dual Ride Stabilizers . . . Unobstructed Floors . . . Safety Glass Standard Throughout . . . Electro-Hardened Aluminum Pistons . . . Stabilized Front End . . . Fisher No Draft Ventilation . . . Big, Low-Pressure Tires . . . Scientific Sound Proofing . . . And Many Other Fine-Car Features.

Oldsmobile



Stuffing a giraffe is no longer a matter of filling a skin with straw or wadding, setting it up in gawky, unconvincing lifelessness. Carl Akeley made taxidermy a sculptor's job. Above, an African Hall giraffe is prepared for an exhibit.

At left, the sculptor builds a framework over which he fashions a soft modeling clay statue. From this, a plaster mold is made. The third picture shows the statue half torn away to get the mold. The white edge is unre-

moved plaster mold. Inside the mold, layers of papier-mâché are carefully built up. When the mold is removed, the papier-mâché forms a hard, durable replica of the clay statue. Over this the giraffe skin is snugly fitted.

AKELEY'S MONUMENTS ARE BONGO, GORILLAS, ZEBRAS, ANTELOPES



CARL AKELEY AND LION SKULL

In museum fiction, the gorilla on page 58 stands and beats his chest on the slope of the same Congo mountain where, in real life, Carl Akeley lies buried. Actually, the gorilla and the other animals shown on these pages, stand in glass-encased exhibits in African Hall in the American Museum of Natural History in Manhattan. They would not be there if it weren't for Carl Akeley, taxidermist, naturalist, African explorer. Akeley revolutionized taxidermy, as explained above, and dreamed all his life of recreating in habitat groups the life and mood of the African wilds. In 1925, George Eastman gave him money to realize his dream. Akeley went off to Africa, caught tropic fever, was buried on the mountainside. His vivid monuments are the Museum's fascinating exhibits, three of which are herewith reproduced. It was only last year that the Museum was ready to open its show of Akeley-inspired groups. It takes time and skill as well as imagination and money to

build them. When the Museum sends animal hunters to Africa, it also sends artists and scientists. The hunters come back with their trophies which are carefully prepared and wrapped, like the African antelopes below, in cellophane for safekeeping. The artists and scientists come back with notes and sketches of the vegetable, animal and mineral details of the country. They also come back with leaves, vines, birds' nests, rocks. The Museum's craftsmen then spend years making careful replicas of the plants and rocks. In the lush vegetation of the gorilla scene alone are 75,000 pieces—leaves, twigs, stones. It took eight months and \$2,000 to fashion the berry bush that stands in the centre. Then the background is painted on a cyclorama which gives great illusion of depth and distance. The lights are adjusted to give all effects from the dry, bleached look of the Water Hole scene to the cool spotty jungle sunlight in the Bongo group opposite.





TWO THIN-STRIPED BONGO PUSH THROUGH AN OPENING IN THE CLOSE BAMBOO THICKETS OF A RAINY KENYA FOREST. THE WARY, DEEP-COLORED BONGO IS A KIND OF ANTELOPE



THE BIG MOUNTAIN TOOK A BEAR'S RESISTANCE AT THE INTERFERING MATE LEFT WHO HAS COME TO MAKE LOVE TO HIS WIFE HIS UNCONCERNED BABY CRIBB SCATCHES HIMSELF



GATHERED AT THEIR COMMON WATERHOLE ON A DRIED-UP KENYA RIVER ARE STRAIGHT-HORNED ORYX (LEFT), SWIFT GRANT GAZELLES (MIDDLE), AND LARGE GREY ZEBRA



NATIONAL ARROW WEEK - MAY 24 TO MAY 29



INISFADA'S GREAT RED BRICK HOUSE STANDS ON A 225-ACRE ESTATE IN MANHASSET, LONG ISLAND, 20 MILES FROM MANHATTAN

BRADY ESTATE GOES TO JESUITS

A Papal Duchess sells her Treasures for her Church



Last February, Mrs. Genevieve Garvan Brady announced that she was turning "Inisfada," her great Long Island estate, over to the Church she serves so well. A devout Roman Catholic, Mrs. Brady was giving Inisfada to the Society of Jesus to be used as a seminary. Mrs. Brady would no longer need Inisfada. For a twofold reason, she was going to live in Rome. There she would be near the Vatican, where her heart has more and more turned. There also she would be the wife of William J. Babington Macaulay, Irish Free

State Minister to the Vatican. In March, Mrs. Brady became Mrs. Macaulay. She was in her Roman villa last week while thousands of strangers roamed over Inisfada, came delightedly upon its little shrine (inset above), crowded into its 87 rooms to buy its \$600,000 worth of furnishings. First four days of the auction netted \$134,000.

The late Nicholas Frederic Brady, as devout as his wife, could have wished no better end for Inisfada. In 1926, the Bradys were made Papal Duke and Duchess. Since Mr. Brady's death in 1930, Mrs. Brady has given generously to the Church of the \$50,000,000 utilities fortune her husband left. The Church has been grateful. Cardinal Bonzano came to dedicate Inisfada and its private chapel (right). Notre Dame has awarded Mrs. Brady its Lactare Medal. When Papal Secretary Cardinal Pacelli visited the U. S. last fall, he was the guest of the country's leading Catholic lady. He and Mrs. Brady would sit and talk of matters close to their hearts in Inisfada's Great Hall. Now this hall will become a Jesuit chapel; the fine bedrooms in Inisfada, plain Jesuit cells, and the spreading acres of Inisfada will be dotted with the black-cassocked forms of grave young Jesuits.

IN INISFADA'S CHAPEL (BELOW) MRS. BRADY SPENT AN HOUR EACH DAY IN PRAYER



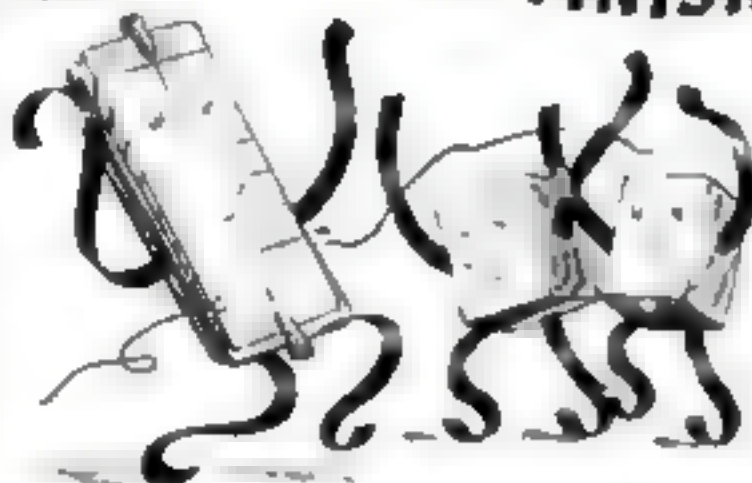
HURRAH FOR

Presto Tray



For a flying start to a tall, cold drink give Presto Tray a hand. The only mystery about Presto Tray, with its Magic Finish and Patented* Contour, is its utter simplicity. It's out of the freezing compartment in a flash. Then a slight pressure on its patented contour and out pops a rubber gridful of ice cubes...ready for use, as you need them...one or a dozen. There's no fuss or bother.

A 10-SECOND FINISH

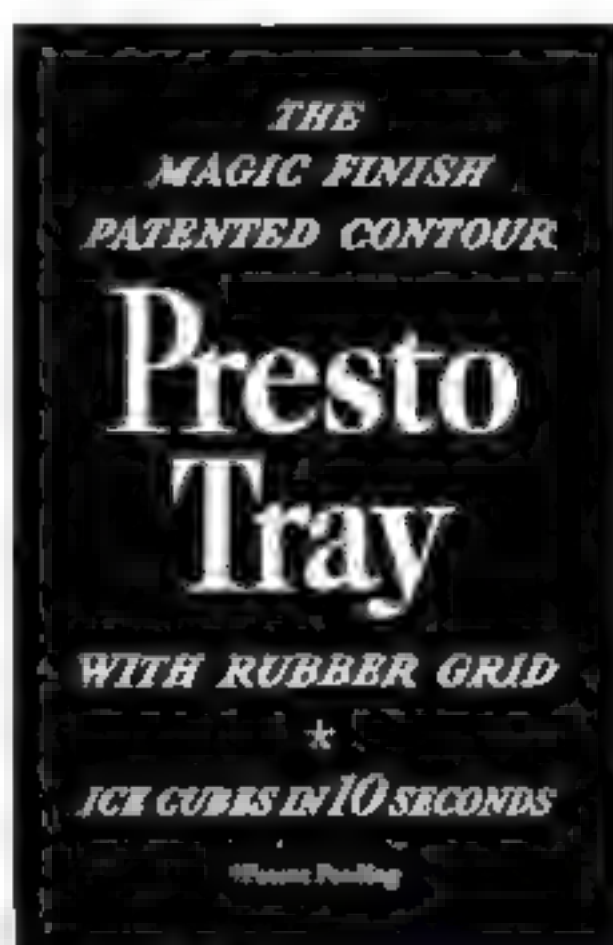


Discover the Newest Tray Sensation

This Magic Finish Presto Tray of Patented Contour gives you all the advantages of a fast freezing metal tray, plus all the conveniences of a rubber grid. There's nothing complicated. Presto Tray's Magic Finish does not stick. There are no melted or wasted cubes. Simply — surely — instantly — Magic Finish Presto Tray gives you ice cubes...full-sized, cold and dry.

Fast freezing and sanitary, this Magic Finish Presto Tray of Patented Contour is ideal for frozen salads and desserts. It multiplies the quick freezing advantages of your mechanical refrigerator and subtracts time, trouble, and bother. Insist that the refrigerator you buy comes fully equipped with Magic Finish Presto Tray.

INLAND MANUFACTURING DIVISION
General Motors Corporation Dayton, Ohio



INISFADA'S FURNISHINGS ARE SOLD (continued)



In the Great Hall hang valuable tapestries. The one at far end weaves the tale of the Prodigal Son. Those at side describe 15th Century court life. The rug is the one on which stood the coronation thrones of Edward VII and Alexandra.



This heavy Georgian table has a mosaic top made in Roman times. It shows a bird in a chariot, driving two wild animals. The front support is a great gilded eagle. Notice, in back, the finely fluted Ionic pilasters in the wall paneling.

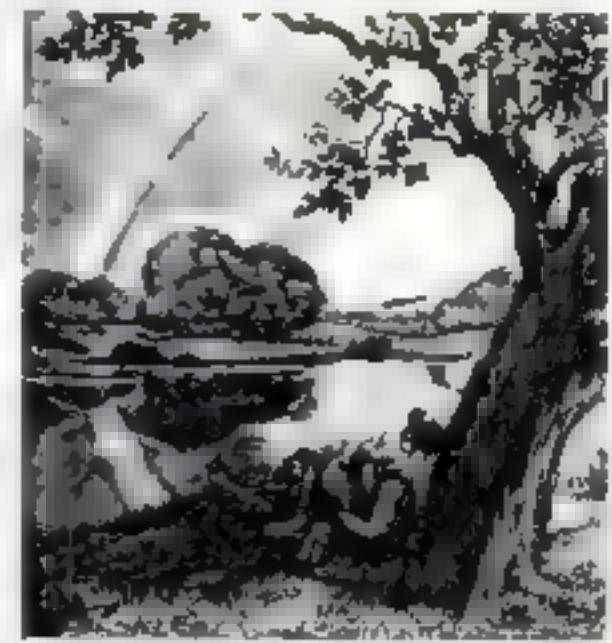
PRIZE WINNING PICTURES

The pictures in these advertisements won 9 of the 31 awards given by the Art Directors Club in its 16th Annual Exhibition of Advertising Art.

All nine advertisements were prepared by Young & Rubicam—who won three times as many of these art awards as any other advertising agency.



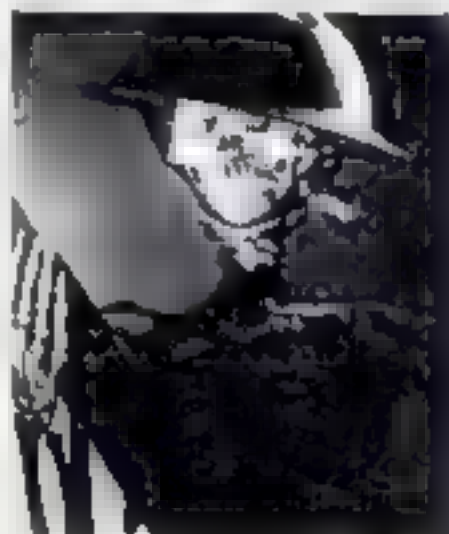
Gold Medal for best black and white illustration in entire show. By Robert Riggs. Prepared for Parke, Davis & Co. by Young & Rubicam.



First Award for color illustration in mass magazines. By Pierre Brissaud. Prepared for Travelers Insurance Co. by Young & Rubicam.



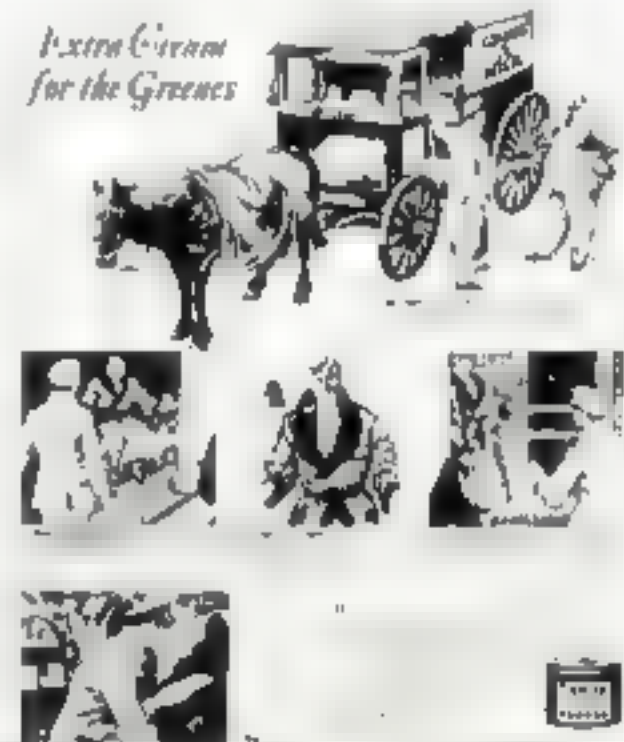
First Award for black and white illustration in class magazines. By Robert Riggs. For Young & Rubicam by Young & Rubicam.



First Award for best photograph in class magazines. By Henry Waxman. Prepared for World Peaceways by Young & Rubicam.



Best Continuity Layout. By Gustave Sigris. Prepared for Sanka Coffee by Young & Rubicam.



Best illustration in magazine continuities. By Floyd Davis. Prepared for Sanka Coffee by Young & Rubicam.



Best continuity in newspapers. By Gilbert Bundy. Prepared for Fels & Co. by Young & Rubicam.



Best comic strip. By Robert Day. Prepared for Arrow Shirts by Young & Rubicam.



Best color illustration in trade publications. By John Atherton. Prepared for Rembo Cravats by Young & Rubicam.

**YOUNG &
RUBICAM, INC.**

ADVERTISING

NEW YORK • CHICAGO • DETROIT
HOLLYWOOD • TORONTO • MONTREAL

Advertisement

THE HERITAGE OF AN IRISH SOLDIER



Typical vineyard scene in the Cognac region of France, from whose luscious grapes comes the world-famous Three-Star Hennessy Cognac Brandy. The business was founded in 1765 by Captain Richard Hennessy, Irish soldier to the King of France.



The Hennessy establishment on the banks of the Charente River at Cognac. On these river boats is loaded Three-Star Hennessy destined for ports all over the world.



Because of its inimitable quality, bouquet and "clean" taste, Three-Star Hennessy is preferred as liqueur, for brandy-and-soda and other mixed drinks calling for brandy.

Distilled and bottled at Cognac, France. JAS HENNESSY & CO. Established 1765

SOLE AGENTS FOR THE UNITED STATES

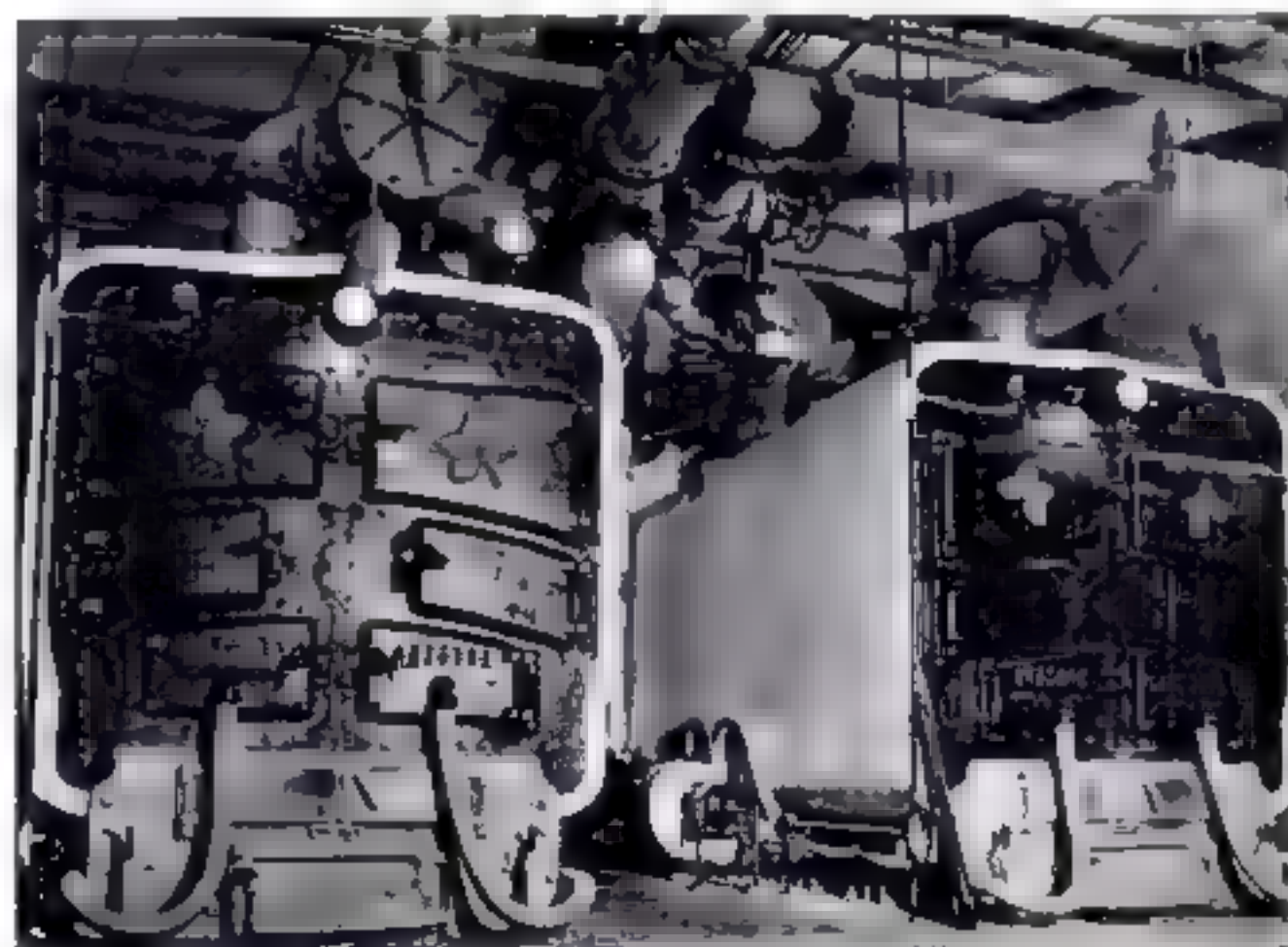
Schieffelin & Co., NEW YORK CITY • IMPORTERS SINCE 1794

INISFADA'S FURNISHINGS ARE SOLD *(continued)*

This master's bedroom had a Spanish Renaissance bed, with forged iron bedposts to hold up the blue velvet canopy. On the far side is a *prie-dieu*. Like all other Inisfada bedrooms, this will be divided up into small plain Jesuit cells.



The gold-plated fixtures in Mrs. Brady's bathroom (above) are duplicated in two other bathrooms. All three sets will be removed for sale.



Not for sale are Inisfada's two big oil-burning furnaces (above). Such huge furnaces are needed to warm a house so capacious that at one time it seated and served 85 guests at dinner. The furnaces will remain to heat the Jesuit seminary.

Getting Rich Quick, or Getting Rich Whiskey, Watch Out for . . .

Guess Work



EYE . . . eye, sir, that bottle before you buy it . . . and you'll stand a better chance of smacking your lips after you try it. *Gaze Well . . . Go Warily . . .* get G & W. Why G & W? Because, for *Good Whiskey* drinks or *Gin Wonders*, you can't *Go Wrong* when you go for it. Good to begin with because it begins with good ingredients . . . good all the way through because it's controlled at every step, G & W always *Goes Well*. So . . . *Get Wise . . .* get G & W tonight . . . and *Grin Widely!*

Win a \$50 Curvex Gruen Watch*

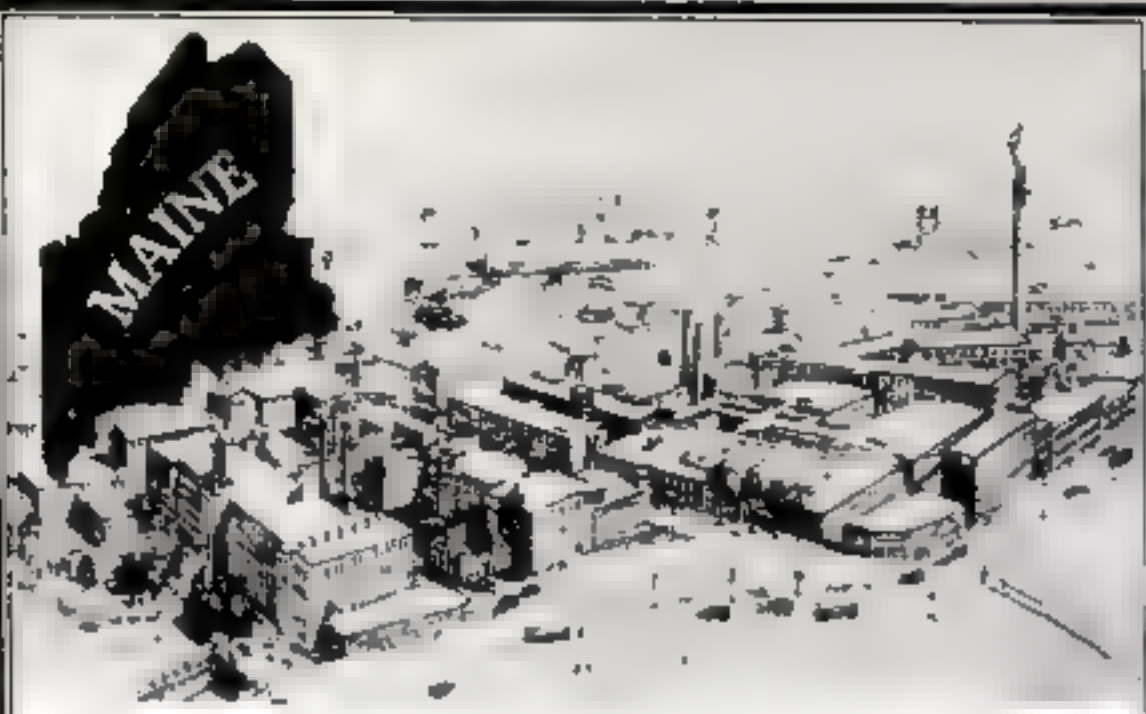


FREE! Ten \$50 Gruen Watches for the 10 best lists of 10 famous "G & W" names or expressions (like *Grass Widow*, *Gee Whizz*) plus your comments on G & W whiskies or gins. Full details given on entry blanks which are available at your dealer's. Contest closes May 31, 1937. Duplicate prizes awarded in case of ties.



Get Wise... get **G & W** ...it Goes Well

© 1937 Gooderham & Worts, Ltd., Detroit, Michigan. Est. 1813. G & W FIVE STAR BLENDED WHISKEY—The straight whiskey in this product is six years old. 43% straight whiskey, 57% neutral spirits distilled from grain. 90 proof. G & W DISTILLED LONDON DRY GIN—90 proof. Distilled from grain. G & W BONDED STOCK STRAIGHT BOURBON WHISKEY—Bottled in Bond in Canada, 100 proof. *This contest limited to adults in states where such contests are permitted. Entry blanks are available only in such states.



The great home mill of the Pepperell Manufacturing Company in Biddeford Maine, employing more than 3500 men and women. Here Lady Pepperell sheets and Baby Pepperell Crib Blankets are made. Hundreds of thousands of yards of cloth are woven here



The Lewiston Bleachery & Dye Works employs over 1,000 people. Here you will find machinery for bleaching and finishing. Sanforizers and regular shrinkage equipment, piece dyeing machines — all the very latest facilities required to finish fine rayon and cotton fabrics.



One section of Pepperell's model Fall River mill is devoted exclusively to the spinning and weaving of fine sheeting and broadcloths. Another section manufactures rayon fabrics. About 800 people are employed, producing cloth to carry the Pepperell trade mark.



The Pepperell Manufacturing Company mill at Opelika, Alabama, covers about 7 acres of floor space, employs more than 1,000 people. At this plant thousands of yards of cotton goods — print cloths, shoe linings and other fabrics — are produced to meet the annual demand



In Pepperell's Lindaie mill about 3,000 men and women contribute their skill to making each week more than a million yards of chambrays, coverts, and work clothing fabrics of all kinds. This beautiful modern mill covers 19 acres of manufacturing space.

THE HOUSEWIVES OF AMERICA BUILD AN INDUSTRY

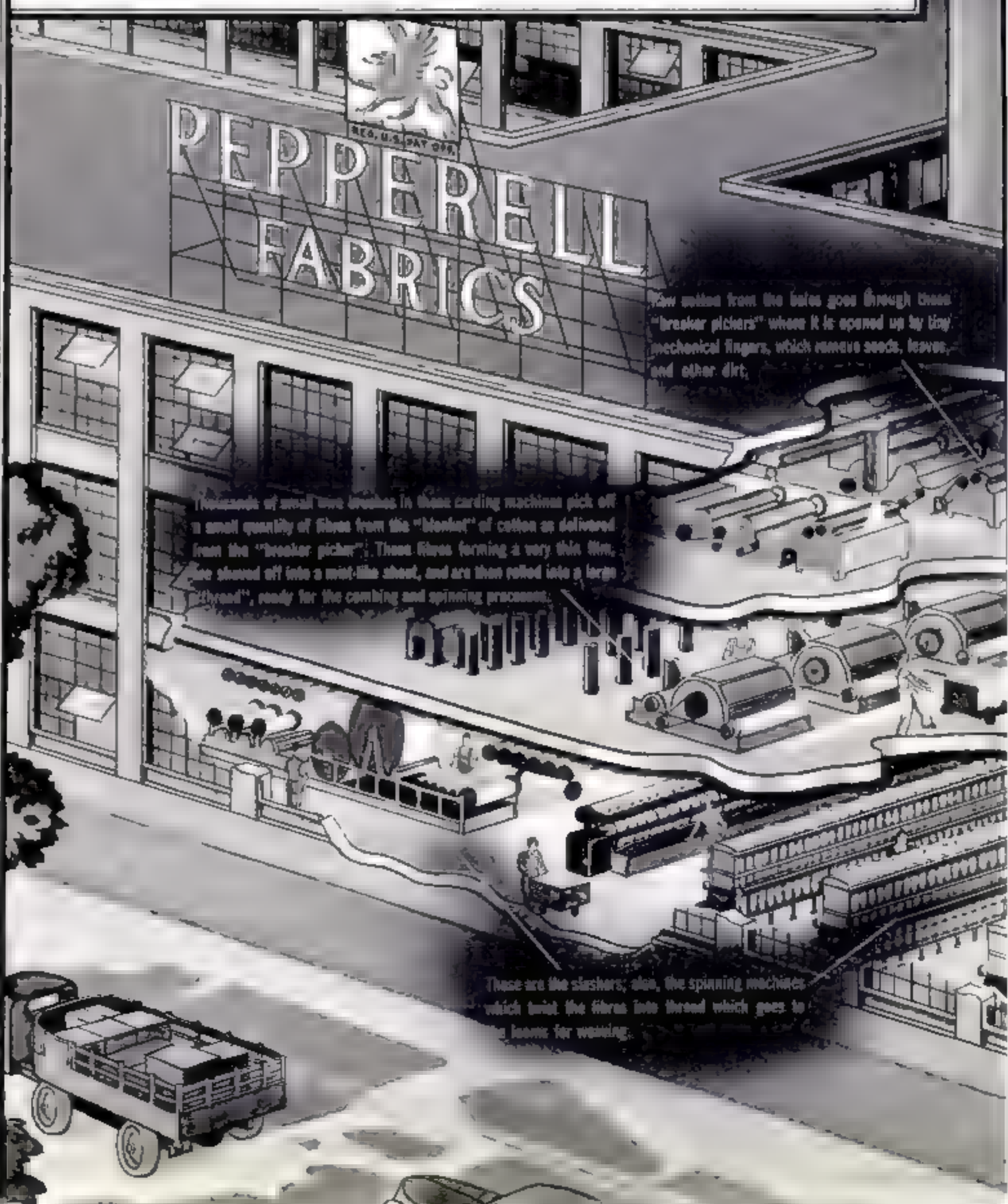
The history of American Industry records no instance of a concern which has prospered because it has made the kind of product its owners wished to make. Success has come invariably to the enterprises of those men and women who, having conscientiously studied the needs of the American people, have tried with brain and heart and hand to supply merchandise the public wanted at the price it could afford to pay. The Pepperell Manufacturing Company has been built on the policy of making cotton goods as you would

have them made. Whatever eminence Pepperell enjoys today rests solely on Pepperell's ability to give each generation of American families exactly what it needs and wants. In the laboratories and designing rooms of Pepperell, in mill and bleachery, in sales office and branch, CONSUMER IS KING. In serving him and his consort, we of Pepperell will continue to study their wishes,

likes, whims and fancies, and ever strive to make our goods according y Peppereil Manufacturing Company, 160 State Street, Boston, Mass.



★ A pictorial booklet, "Views of the Mills of the Pepperell Manufacturing Company," will be gladly sent on request



Cotton bales from the bales goes through these "breaker pickers" where it is opened up by tiny mechanical fingers, which remove seeds, leaves, and other dirt.

Thousands of small wire brushes in these carding machines pick off a small quantity of fibres from the "blanket" of cotton as delivered from the "breaker picker". These fibres forming a very thin film, are shaved off into a mat-like sheet, and are then rolled into a large "bat", ready for the combing and spinning processes.

These are the spinners, also, the spinning machines which twist the fibres into thread which goes to a loom for weaving.

FROM COAST TO COAST A "BUY WORD" Wherever people live you will find the Pepperell name—recognized, sought for, trusted as a symbol of uniform quality and unchanging value in all kinds of cotton and rayon goods.

PEPPERELL
TRADE MARK
FABRICS

Thousands of bales of fine cotton are purchased and stored by Pepperell every year to be made into cotton goods for your comfort, pleasure and economy.

These Pepperell jacquard looms—almost human in the way they weave varied patterns and designs—turn out thousands of yards of the fabrics that each year go into Pepperell crib blankets.

Back and forth, so fast the eye can hardly follow, go the shuttles in the Pepperell looms which weave the goods that are to carry the famous Pepperell label. These great machines are a far cry from the tedious hand-looms of our forefathers.

Here are the looms that are weaving, day in and day out, the millions of yards of goods that consumers want.

This is the packing room where hundreds of thousands of yards of Pepperell goods of all kinds are boxed and shipped to manufacturers, retailers and every large city and small town in all parts of the country.

WHAT 20 MILLION WOMEN HAVE DONE

Industrial growth is measured in many ways. Below is indicated Pepperell's material progress over the past twenty years or so. But the growth that really counts—because it is enduring and uninfluenced by changing times and conditions—is in the minds of the people who buy the things Pepperell makes. To the American housewife's shrewd buying sense and to her keen recognition of value, we attribute the growth of the Pepperell Manufacturing Company and the prosperity of those actively associated with the production of goods bearing the famous Pepperell name.

1924 1 MILL



1937 5 MILLS



1924 EMPLOYEES—
ABOUT 1000



1937 EMPLOYEES
ABOUT 5000



1924 SALES—OVER
20,000,000 LBS. OF
CLOTH

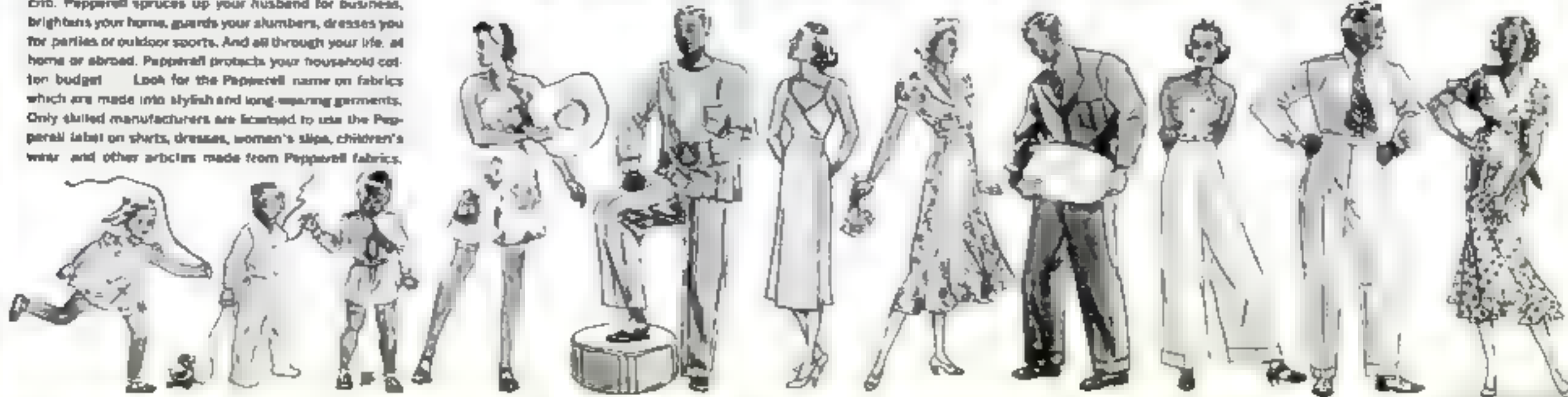


1936 SALES OVER
60,000,000 LBS. OF
CLOTH



Pepperell keeps your children well dressed at school or play. Pepperell warms and comforts your baby in his crib. Pepperell spruces up your husband for business, brightens your home, guards your slumbers, dresses you for parties or outdoor sports. And all through your life, at home or abroad, Pepperell protects your household cotton budget. Look for the Pepperell name on fabrics which are made into stylish and long-wearing garments. Only skilled manufacturers are licensed to use the Pepperell label on shirts, dresses, women's slips, children's wear and other articles made from Pepperell fabrics.

OVER 20,000,000 HOMES KNOW AND USE PEPPERELL FABRICS



You'll find your fun where you take it!



**NO OTHER CAR IN THE
WORLD HAS ALL THESE FEATURES**

- ★ VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE ★ ANO-
- LITE PISTONS ★ AEROSAT CARBURETOR ★ SEALED
- CHASSIS ★ TORQUE-TUBE DRIVE ★ UNISTEEL BODY
- BY FISHER ★ TIPTOE HYDRAULIC BRAKES ★ KNEE-
- ACTION COMFORT AND SAFETY ★ "HIGH OUTPUT"
- GENERATOR ★ JUMBO LUGGAGE COMPARTMENTS
- ★ DOUBLE STABILIZATION
- ★ SAFETY GLASS

FOLLOW this nose and you can't miss—put yourself in a Buick this summer and you'll be the life of the party in twelve easy payments.

Touch toe to this trim treadle—that's the ablest straight-eight engine in the world surging to life, and it's faithfully yours to command.

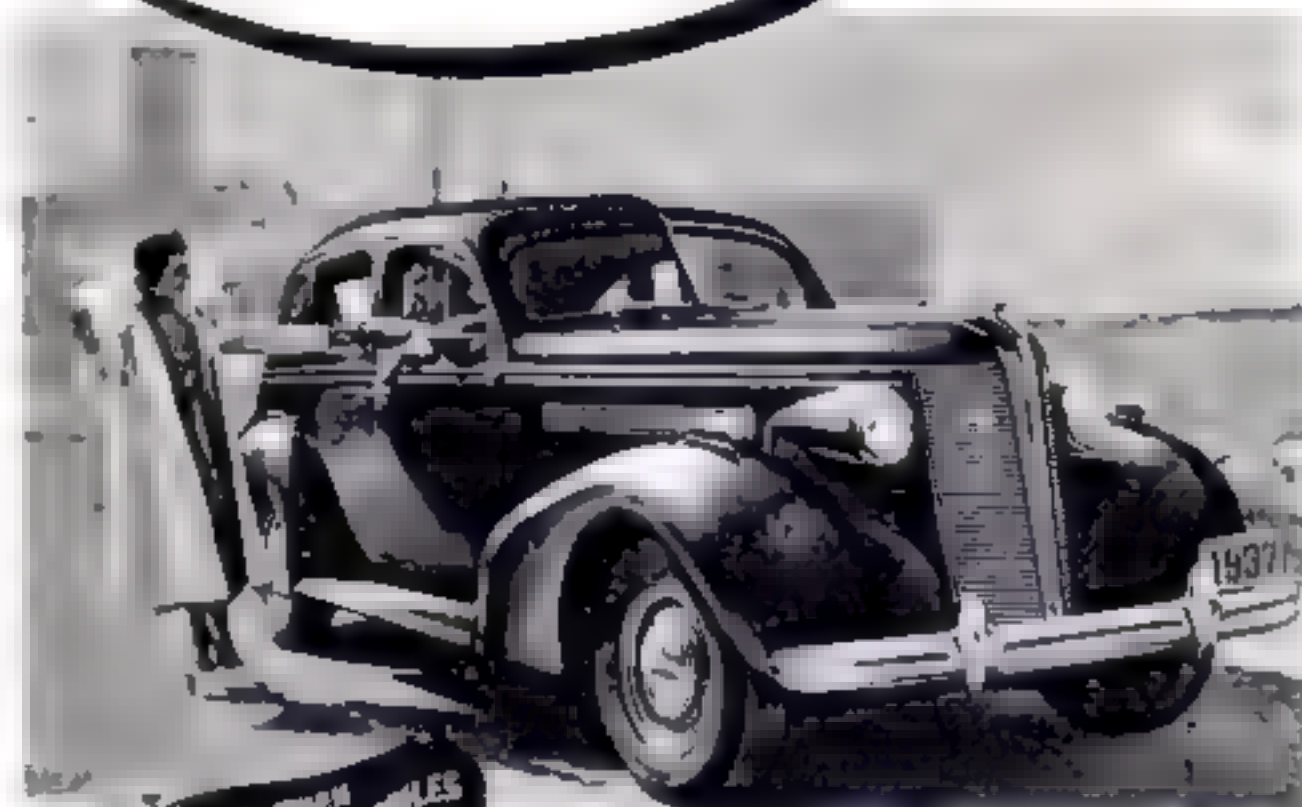
Lay a light hand on this ready wheel—it answers easy as an echo, and considerably quicker!

Settle back—be comfortable—these seats were made to fit you. Pick the long way, the interesting way—you can drive forever in this couchlike comfort and never feel the strain!

Head out where the fun comes free and fast! Pick the thrilling things to do, the exciting places to go! You're the fellow the other fellows follow—wherever your Buick goes, there goes fun, pleasure, the kind of life you'd like to live.

If your pulse can quicken to stirring action, you belong behind this trigger-quick valve-in-head straight-eight power plant.

And it's not going to play hob with your summer budget to make this dream car a dream-come-true! When you hear how little more it costs than the average run of sixes, double the difference wouldn't keep you out of a Buick.



WHEN
BETTER AUTOMOBILES
ARE BUILT BUICK
WILL BUILD THEM

"It's Buick again!"

YOUR MONEY GOES FARTHER IN A GENERAL MOTORS CAR



DUTCH ARMY HAS A BICYCLE BAND

And its horn player has to be crack athlete as well as musician

Funniest band in all Europe is the one attached to the Dutch's Hertogenbosch bicycle regiment. It consists of 24 bicycle-mounted musicians, equipped with horns, drums and cymbals. All have to be athletes as well as trained musicians to play in perfect time while riding in perfect military formation. Hardest job in the band is the snare drummer's. To free both hands for his drumsticks, he steers with prongs running from handlebars to elbows. The Dutch bicycle band definitely dislikes rough roads, positively dreads blowouts. Since all are one-year conscripts, each spring a whole band has to be trained anew.

He spends plenty for clothes

—but he always looks a mess



Don't let a sagging stomach spoil your appearance when it's so easy to keep trim—athletic with **THE BRACER**

HE'S DONE his best to look neat, but even the most expensive suit can't hide that bulging waistline. No matter how much care he gives his clothes, he still looks messy!

Why let this happen to you when it's easy to regain that trim, youthful look with The Bracer!

The Bracer is an amazing new-type supporter belt that gives really complete support. Tailored for perfect fit and absolute comfort, The Bracer is knitted from two-way stretch "Lastex" yarn with four flexible ribs to prevent rolling and with an exclusive fly-front supporter. Has no buttons or buckles, can be laundered again and again without shrinking or losing elasticity. Seams cannot loosen or pull out.

A Bauer & Black product, The Bracer is the result of the same scientific care that has made Bauer & Black famous for medical and surgical supplies. When you buy The Bracer you know you have the best!

Try The Bracer now. Get several. The Bracer can be purchased at department, drug, haberdashery and sporting goods stores.



The Bracer is the only supporter belt which gives you the convenience of this exclusive fly-front. You can wear The Bracer all day without the bother of removing.



THE BRACER

If your dealer cannot supply you with The Bracer, simply fill out and mail this coupon with a check or money order. Price \$2.00 (Canada \$2.75).

BAUER & BLACK, Dept. A-26, 2500 So. Dearborn St., Chicago, Ill. (In Canada, Station K, Toronto)

I am enclosing check or money order for _____ Please send me _____ Bracers.

My waist measurement is _____

Name _____

Address _____

City _____ State _____

My dealer's name and address is _____

THE CAMERA OVERSEAS: THESE CORONATION PICTURES WERE FLOWN ACROSS THE ATLANTIC



PILOT DICK MERRILL

No king in history was ever invested so publicly with royal insignia as was George VI of England on May 12. For the first time the Coronation ceremony was broadcast to the world. For the first time Coronation movies and stills were taken in Westminster Abbey. For the first time photographs were flown by plane across the Atlantic. The flight was made in 24 hr. by Pilot Dick Merrill (*above*) who thus completed the first scheduled commercial round-trip hop between the U. S. and Europe. LIFE herewith presents the five most notable pictures he brought back.



The Royal Coach is ready to roll out of Buckingham Palace at 10:30 a.m. One hour later the Coronation ceremony has begun in Westminster Abbey (*below*). The Queen seated right, watches George. In the Royal Box above

(*left to right*), the Earl and Countess of Strathmore (Queen Elizabeth's parents), the Duchess of Kent, the Duchess of Gloucester, Queen Maud of Norway, Queen Mary, Princess Elizabeth, Princess Margaret Rose, Princess Mary.





The King has just been crowned (above, right). He has left the Chair of Estate (bottom, right, inside page) and is now seated in the Coronation Chair. The Queen, with her ladies-in-waiting beside her, will soon in due turn, receive her Crown from the Archbishop of Canterbury. Next that Princess Mary has risen to see better from the Royal Box.

After the coronation (above), the Queen, carrying her sceptre in her right hand, her Ivory Rod in her left, leaves the Abbey conducted by bishops. Her six ladies-in-waiting bear her train of purple velvet, 6 yds. long, bordered with ermine and embroidered with gold. Behind her is the King's crimson throne. Her own is off at left on the dais two steps lower.



THE CAMERA OVERSEAS: THE KING AND QUEEN GREET THEIR SUBJECTS



On the balcony of Buckingham Palace, the King and Queen appear, with Princesses Elizabeth and Margaret Rose, to greet the populace. Both are still in Coronation

robes. The Queen still wears her platinum crown with the Koh-i-nur diamond in centre. The King, however, has left St. Edward's Crown behind in the Abbey and changed to the

lighter State Crown. Taken for Hearst International News Photos on May 12, these Coronation pictures were flown to the U. S. by May 14, beating competitors by four days.

THE CAMERA OVERSEAS: THE DUKE OF WINDSOR CROSSES FRANCE TO JOIN MRS. SIMPSON



Eighteen hours after Mrs. Simpson's divorce had been made absolute in London, the Duke of Windsor dashed across France by train, jumped off the express at Verneuil, near Paris.



As he was crossing the tracks in Verneuil, the Windsors were haggling in London over Edward's plea for 1) an official wedding, 2) a title for his bride, 3) a reasonable allowance.



Mrs. Simpson's big blue Buick met the Duke outside the station for the drive to the Château de Candé. Before entering it, the Duke tells an attendant where to put his valise.

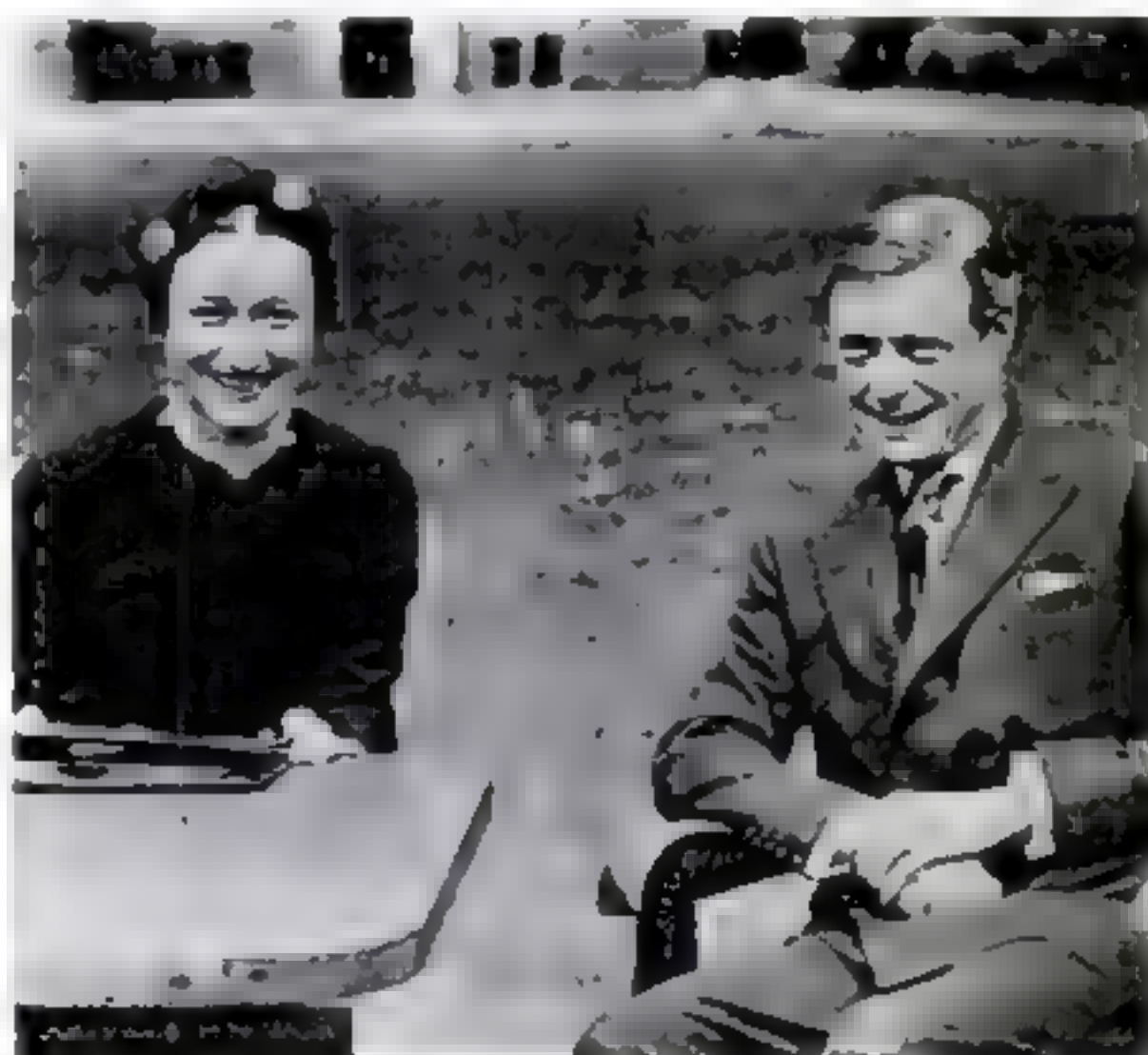


At the Château de Candé, Mrs. Simpson, who resumed her maiden name Warfield, was reunited with him in a room filled with flowers, while an aviator overhead took this picture.



"Alone at last" in the château garden, David Windsor and Wallis Warfield permit a battery of

photographers to take their first official portrait together. The picture they got is shown at right.



Soon afterwards, the Duke phoned London, asked Queen Mary to get cabinet permission for the official presence of the Duke of Kent at his wedding.

THE CAMERA OVERSEAS: THE REBELLIOUS IRISH LISTEN TO A BEAUTIFUL OLD REBEL



EASTER WEEK (1916) REBELS WERE IMPRISONED IN RICHMOND BARRACKS, DUBLIN, BEFORE EXECUTION. MAJOR MCBRIDE IS AT RIGHT, COAT ON ARM



Mrs. McBride's husband was this handsome major who fought with the Boers against Britain in 1900, with the Irish against Britain in 1916.



Raids were often made on Mrs. McBride's home. "Rattle em" over skull and bones was a death warning to her son Séan. "Now daub the walls" was a jeer at the woman for daubing government walls. "Up us" means "hurrah for us (rebels)."



Near 73 Stephens Green, Mrs. McBride's former Dublin home (above), rebels blew up George II's statue day after George VI's coronation.



The magnificent old Irish woman haranguing a Dublin crowd from a cart (right), is Maude Gonne McBride, once called the most beautiful woman in Europe. She was loved by poets who are now immortal. She fought side by side with rebels who are now a nation's martyrs. She was often arrested, her home raided, her son pursued by police. She is now worshipped as Ireland's Joan of Arc. The humble men and women who listen to her talk each Sunday in Cathal Bruchá, an open square in Dublin (bottom left), consider her the greatest woman in all Irish history. She shares the feelings of Dublin Republicans who rioted May 11, blew up English King George II's statue May 13 because another English George had just been crowned King of Ireland.

Maude Gonne, daughter of a French army officer and an Anglo-Irish aristocrat, became the friend of Irish rebels at 16. At 25, she was loved by William Butler Yeats, great Irish poet, who wrote of her:

*"When you are old and gray and full of sleep,
And nodding by the fire, take down this book,
And slowly read, and dream of the soft look
Your eyes had once, and of their shadows deep;
How many loved your moments of glad grace,
And loved your beauty, with love false or true,
But one man loved the pilgrim soul in you,
And loved the sorrows of your changing face."*

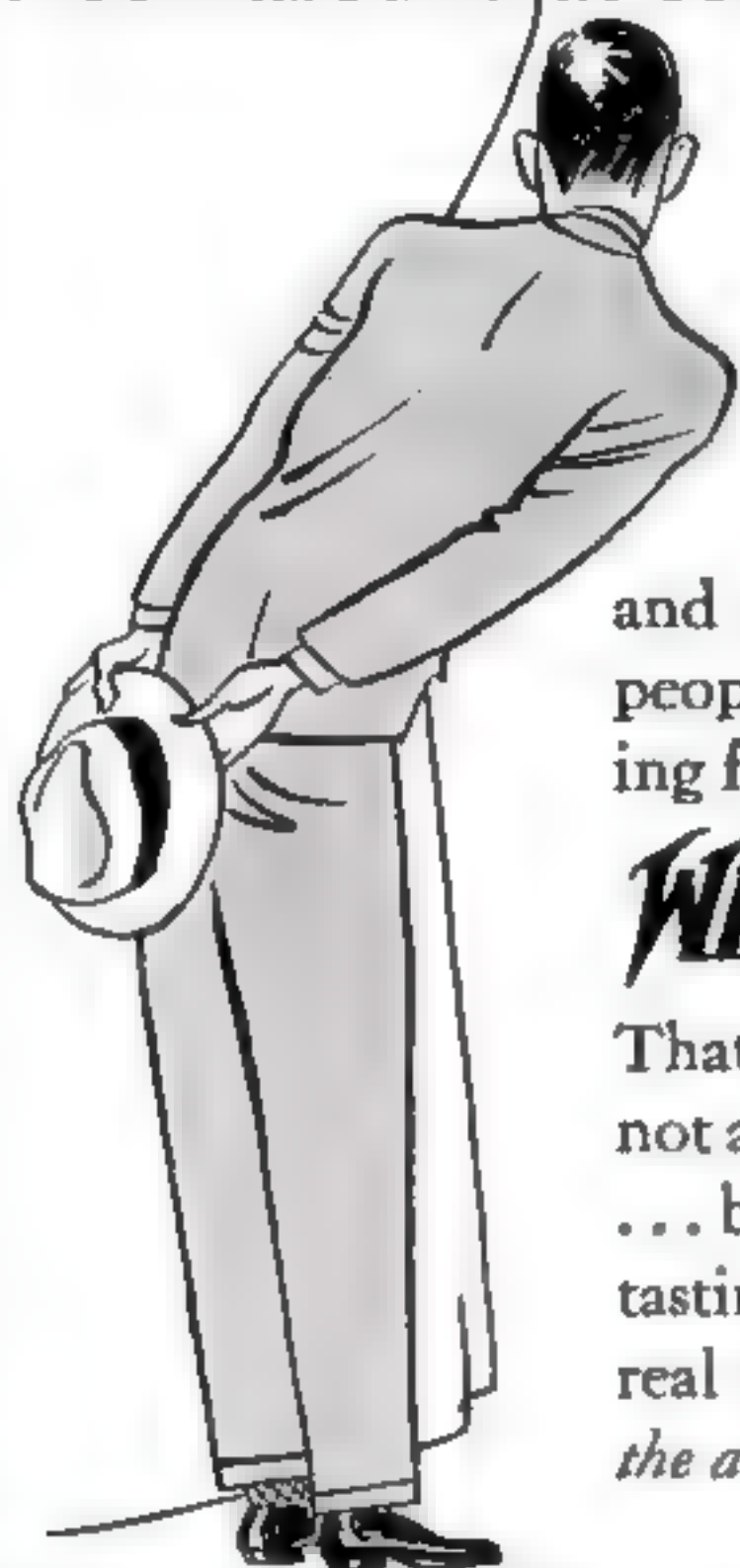
At 35, she married Major John M. McBride, an Irish hero by virtue of fighting for the Dutch African Boers against the British. At 36, she first became famous for leading a Dublin demonstration against the coronation of Edward VII. At 51, she took part in Ireland's abortive Easter Rebellion (1916) for which her husband was imprisoned and shot. At 57, she denounced the Irish Free State and resumed her indefatigable fight for complete independence for Ireland. Today, 72 years old and 6 ft. tall, she is an outstanding rebel among a nation of rebels.



Though "old and gray" Mrs. McBride, unlike Yeats' poetic prediction, is not "nodding by the fire." Instead, she wears widow's weeds for Ireland's sorrows, each Sunday mounts a cart in Dublin to denounce the de Valera government for jailing Republicans. At her feet (right) is a collection basket. Beside her (right) sits Alec Lynn, Irish criminal lawyer, who told street listeners that the Anglo-Irish treaty (1921) dealt the British Empire its first death blow, Mrs. Wallis Simpson (1936) its second.



Look around at cocktail hour



and see how many people are now calling for whiskey and

White Rock

That's because it is not a sweet mixture . . . but a dry, keen-tasting drink. It's a real appetizer. *On the alkaline side, too.*

UTTERLY DIFFERENT!

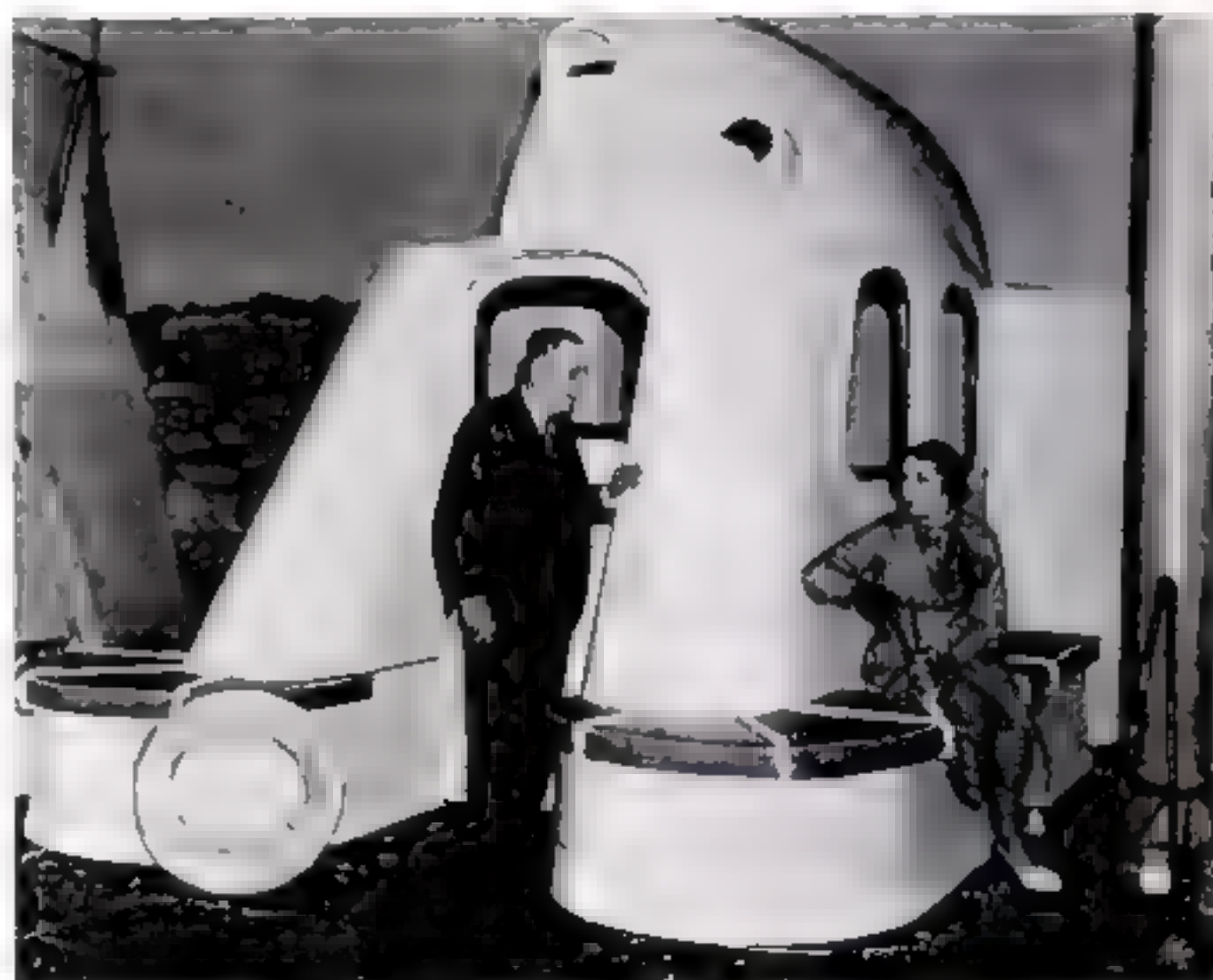


LIKE LIFE

this new golf shoe by NETTLETON has leaped, overnight, into tremendous popularity. The demand for it far exceeds the supply. . . Like Life, you must see the shoe itself to appreciate what this NETTLETON innovation means to you. Write for full description. A. E. NETTLETON CO. • H. W. COOK, PRES. • SYRACUSE, N. Y.

new Nettleton
GOLF ALGONQUIN

Private Lives



REAR ADMIRAL STIRLING, STAGE-SET & BUSINESS PARTNER

Rear Admiral **Vates Stirling** had been an active and somewhat stormy part of the U. S. Navy for 48 years when he retired last year. Unwilling to let retirement force him into inactivity, he looked for something to do and became partner in a company that has designed all the settings for the new Dorothy Stone musical comedy *Sea Legs*. Rear Admiral Stirling let himself be interviewed about his new work. He said he was distressed about the future of the legitimate theatre. "Flesh," he said in full backstage vernacular, "has been wiped out."

When **Harry Gordon Selfridge** opened his London department store in 1909 he was an "alien gentleman" to the London press, an "ill-bred Colonial" who was trying to force unwanted

American methods on England. Mr. Selfridge, who had retired as a partner in Marshall Field & Co. at the age of 45, had found retirement and musty English store methods too much for him. He opened his London store with good American fanfare and advertising, kept up interest with an unending series of publicity stunts. Selfridge's is now the biggest store in England. But Mr. Selfridge, though affectionately accepted and something of a social lion in London, kept both his Americanisms and his American citizenship. Now, at the age of 79, he has decided to become an Englishman. On file at the Home Office is Mr. Selfridge's application for English naturalization.

The most famous May and December marriage of the 1920's was that between Olive Burnham Simpson, 40, and her great-nephew, **Burton Tucker**, 16. Parents, pulpits and papers thundered against the unseemly match but the Tuckers swore love would conquer, posed in elaborately affectionate attitudes (page 78). Within a year, the Tuckers had a baby, two years later had another. A hint that May and December were having trouble came last year when Mrs. Tucker had her husband arrested for hitting her in the mouth. Few months ago, Mrs. Tucker sued her husband for desertion and nonsupport. In court recently, she charged him with getting drunk, going around with girls his own age. Tucker replied that his wife's real estate business had always supported the family, that she had always discouraged his going to work. Tucker was declared not guilty. Mrs. Tucker, now 60, went off with her children. Mr. Tucker, now 30, went off to Massachusetts to dig clams.



HARRY GORDON SELFIDGE

As the greatest glamour girl in the world, **Marlene Dietrich** should not have to go out of her way to remind her public that she is a respectable married

Delicious in the Bag— and low priced, too

MAKES COLLEGE GIRL POPULAR

"The bunch' is fond of congregating in my room, for the good hot coffee I often serve them. I use *Dated Coffee* in the bag—and my, but it's fresh and delicious! And costs so little, it doesn't do dire things to my allowance."

Dorothy Williams,
Riverside, Calif.



MANICURIST MARVELS AT PRICE—"I

marvel at the price of *Dated Coffee* in the bag. How can they sell such fine coffee for so little? I'm delighted with its fresh, delicious flavor—and with the fact that I can afford it on what I make."

Claire Hanbridge,
Boston, Mass.



FUSSY HOUSEWIVES are enthusiastic about Chase & Sanborn *Dated Coffee* in the bag.

They say it's richer, fuller flavored. That's because we make it from the world's choice coffees. Yet it's low priced. We can put it in an inexpensive bag because it's *guaranteed* fresh by our Dating Plan. Every bag is rushed fresh from the roasting ovens to your grocer, clearly marked with the date of delivery to him. This is your protection against stale, rancid taste.

Try this fresher, mellow coffee! Buy an economical bag of delicious-tasting Chase & Sanborn *Dated Coffee* at your grocer's tomorrow!

HELPS REPORTER—

"A reporter has to pack punch into his words. And *Dated Coffee*'s bracing fresh flavor has been a big help to me. Chase & Sanborn did a great thing when they put this fine coffee in the bag and cut the price."

A. Canova, Lancaster, Minn.



"HEARTENING—is just the word for the delicious, fresh flavor of Chase & Sanborn *Dated Coffee* in the bag. I stop for a cup of it in the middle of my morning's work—and feel so refreshed! And it costs so little in the bag."

Mrs. E. B. Wilson, Hackensack,
New Jersey



A GREAT AFTER-DINNER COFFEE—"My husband and

I wouldn't consider any dinner complete without it. Chase & Sanborn *Dated Coffee* tastes so extra rich, it seems to crown the meal. And its price in the *dated* bag makes it very easy on our budget."

Mrs. W. S. Haverkamp,
Larchmont, N. Y.



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Standard Brands Inc.

Private Lives (continued)



THE BURTON TUCKERS ON THEIR 1923 HONEYMOON

woman named Mrs. Rudolf Sieber. The former Dietrich interest in Josef von Sternberg and her contemporary interest in Douglas Fairbanks Jr. should logically serve only to enhance her glamorous fame. But for some reason of policy or publicity, Miss Dietrich has come out with a statement on her married life. "I consider Mr. Sieber the perfect husband and father," she said. Mr. Sieber, she added, has a very fine job in Paris doing French versions of Paramount pictures. This is what keeps him from his wife and 12-year-old daughter. Miss Dietrich married Mr. Sieber in 1924 when he worked in the movie studio where Marlene, a girl of 17, had come for a screen test.

"Scarlett O'Hara," begins the fastest-selling novel in all publishing history, "was not beautiful." Despite this unflattering description, the most coveted role in Hollywood today is that of Scarlett O'Hara, strong-minded heroine of *Gone With The Wind* (LIFE, Dec. 28). Latest of the hundreds of candidates for the part is Mrs. John Hay Whitney, who has never acted before in her life. She is, however, the wife of "Jock" Whitney, who is board chairman of Selznick Internation-

al Pictures. Selznick International is going to produce *Gone With The Wind*. Mrs. Whitney's ambition was revealed when she failed to make a scheduled appearance at a recent home



SCARLETT O'HARA?

show. This was unusual because Mrs. Whitney is devoted to her horses, always proud to show them. Some puzzled phone calls discovered Mrs. Whitney on her Virginia estate, taking screen tests. Surprised friends felt that it wasn't beyond strong-minded "Liz" Whitney, who is 31, to persuade her husband to let her try for the part.



MRS. AND MR. SIEBER AND FRIEND



"Always worth
stopping for"

BEECH-NUT GUM



Most popular gum in America is Beech-Nut. Try our Spearmint, too, if you enjoy a distinctive flavor!

BEECHIES
Gum in a crisp candy coating...out of a delightful that way! Peppermint, Spearmint, Peppermint.

ORALGENE
The new firmer texture gum that aids mouth health and helps fight mouth acidity. Chew with a purpose.

You can taste the difference Quality makes



SEE THE BEECH-NUT CIRCUS
Biggest Little Show on Earth!

A mechanical marvel, 3 rings of performers, clowns, animals, music "n" everything! Now touring the country. Don't miss it.

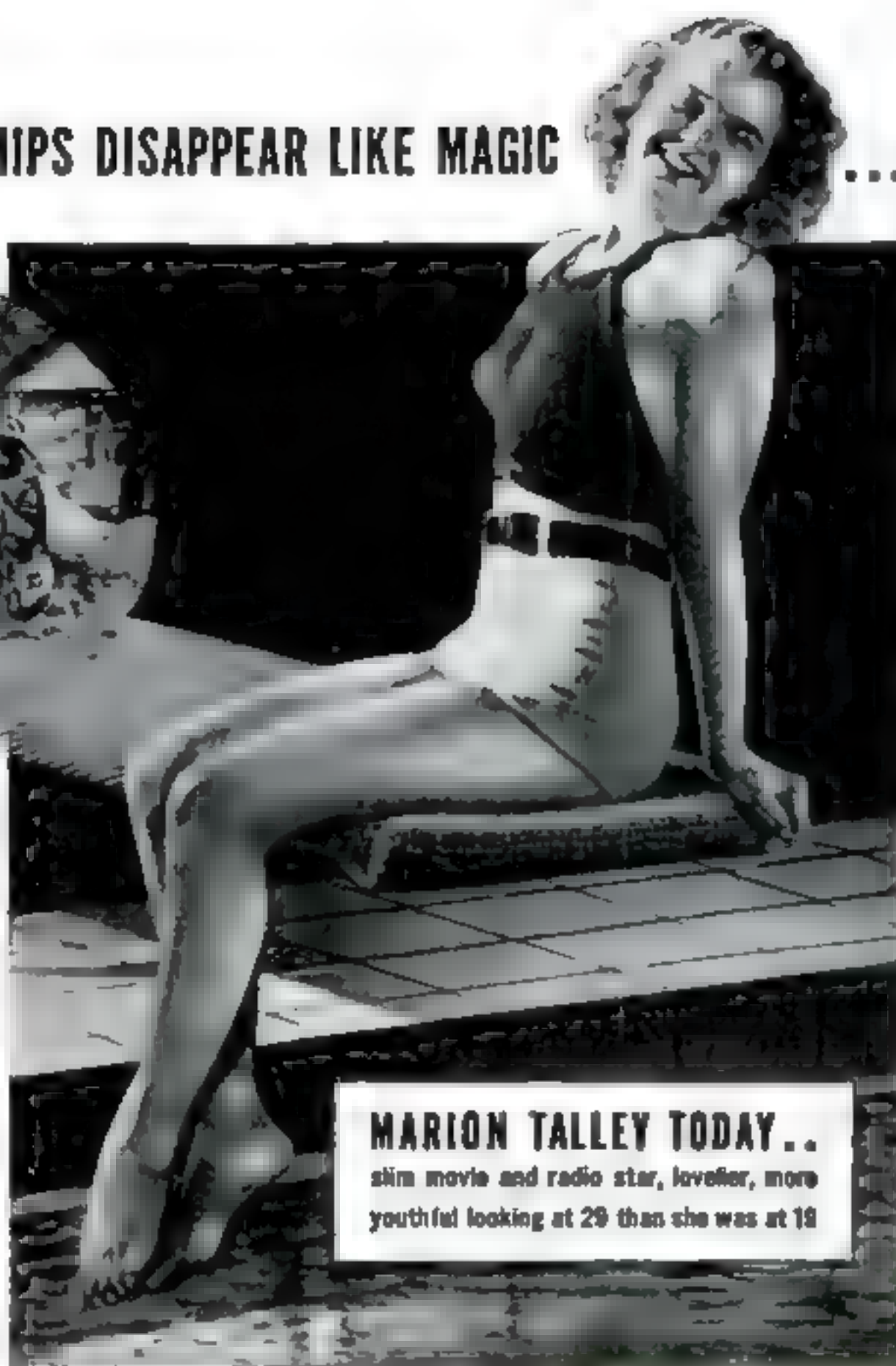
IN HOLLYWOOD: HIPS DISAPPEAR LIKE MAGIC ... WOMEN ARE YOUNG FOREVER



MARION TALLEY... before she heard of the famous Hollywood Habit

One of the wonders of this modern world is how movie stars manage to stay so alluringly slim, so eternally youthful. According to famous Marion Talley, who now weighs only 107 pounds, there's nothing miraculous about it. You just follow the Hollywood Habit with its three simple rules: (1) Eat sensibly (2) Exercise moderately (3) Eat Ry-Krisp at every meal. There's no starvation diet to endanger health. Yet, in no time at all bulges disappear and you look and feel years younger.

You'll say this Ry-Krisp plan is almost too good to be true...because these crisp whole rye wafers



MARION TALLEY TODAY..
slim movie and radio star, lovelier, more youthful looking at 29 than she was at 19

taste so delicious. The secret is that they are extremely low in calories—filling but not fattening. And don't expect to keep your family away from Ry-Krisp. Dad will like these wafers with soups and salads—with his favorite beverage and for a midnight snack. Junior will enjoy Ry-Krisp for after-school munching. Give them all they want. Ry-Krisp is first and last a wholesome food—doubly desirable for reducing because it satisfies your appetite but doesn't put pounds on your figure.



Hear Marion Talley Sing
Every Sunday Afternoon
5 P.M., EDT, NBC Red Network

The New Ceremonial

The New Romantic

Genuine ORANGE BLOSSOM Wedding & Engagement RINGS by Traub

Quality jewelry everywhere will show them to you, and don't forget to ask for your copy of Traub's new Book for Brides.

On the Summer Newsfront



DEPENDABLE QUALITY
CURRENT STYLE
SINCE 1877

The STYLIST

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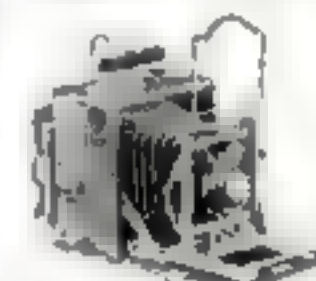
BRACES · GARTERS · BELTS · BUCKLES

Philadelphia



This Speed Graphic "shot" appeared in a recent issue of Life. It shows hunters picking off straggler rabbits from a speeding train. The temperature was 5 degrees below zero and the photographer, Ralph Forey, hung by one hand from the steps of the train to get it. Another example of the ability of Graflex-made cameras to get outstanding pictures under difficult conditions!

Photographers everywhere find the Speed Graphic ideal for action, scene, or night pictures. Shutter speeds up to 1/1000 second, eye level viewfinder and photoflash synchronization are among its many advanced features. Three sizes: 3 1/4, 2 1/4, 4 1/2 and 5 1/2. At your Graflex dealer's.



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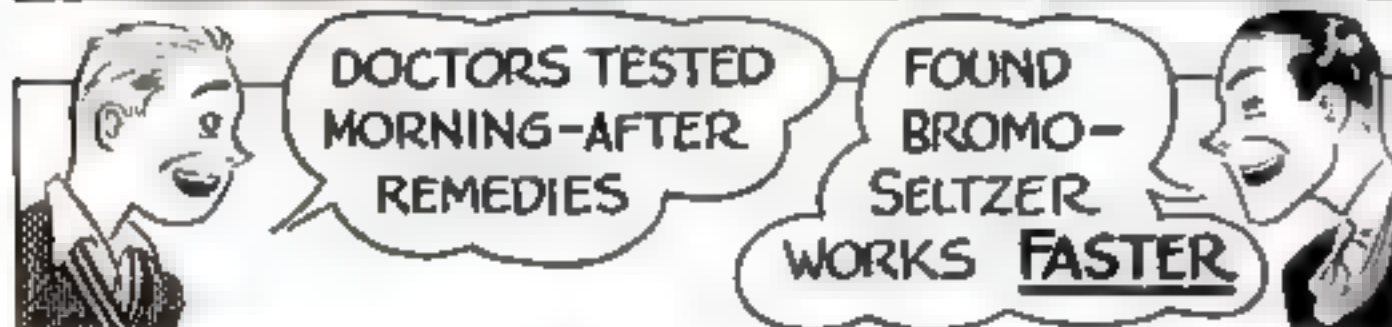
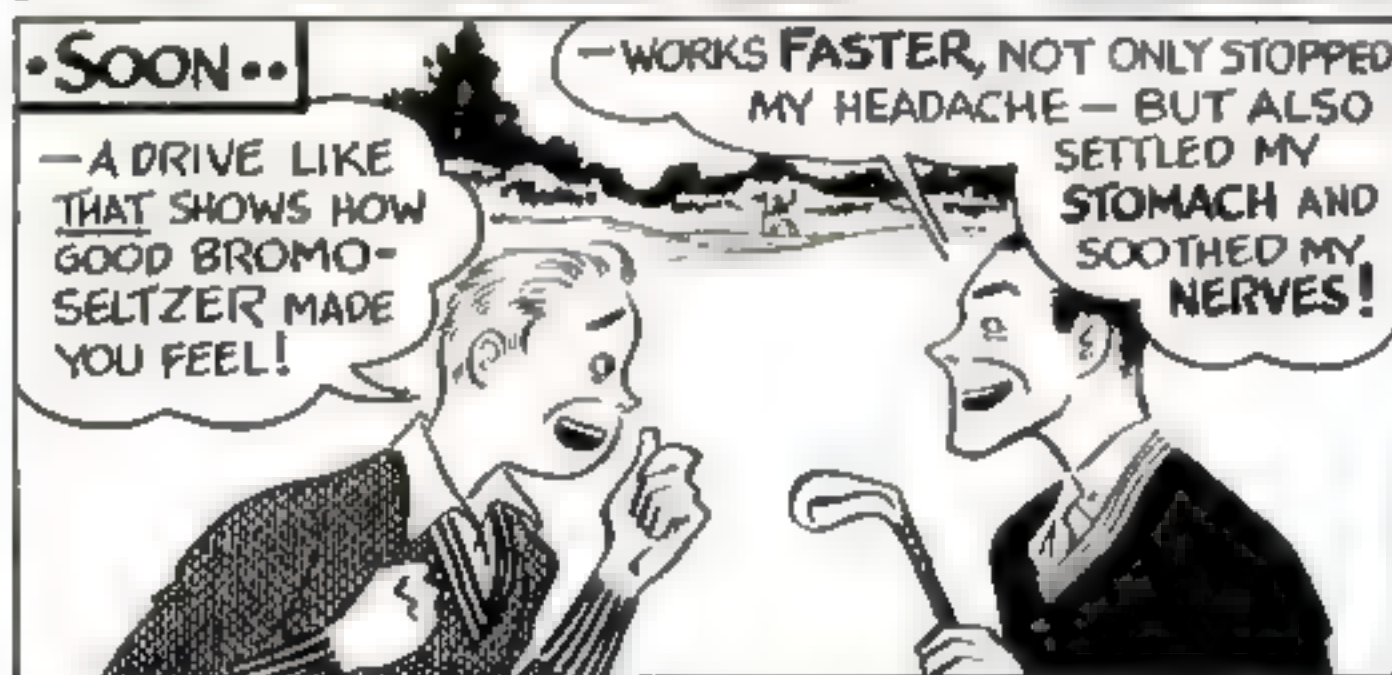
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3. SOOTHES NERVES -calms your overtaxed nervous system. Relieves your sense of strain and fatigue.

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BROMO-SELTZER

Makes you feel fit FASTER!



1 A willing pupil in the Municipal University of Omaha's freshman course in blanket tossing, Miss Frances Blumkin starts her way up in search of higher education in Nebraska.

OMAHA UNDERGRADUATES DO THIS

A favorite spring sport of seniors at Nebraska's Municipal University of Omaha is to toss freshmen in a blanket. The shapely neophyte being initiated on these pages is Miss Frances Blumkin who went through this difficult and traditional course with such skill and aplomb that she won high honors. Note smiling expression and excellent form with which she meets the University's scholarly requirements.

2 Three stories above the ground, Freshman Frances Blumkin disguises any apprehension she may feel with a cheerful mid-air smile, is clearly a credit to her class.





3 Coming down is considerably more difficult than going up. Frances conscientiously uses all of her aerial technique to direct her fall in order to land bottom first.

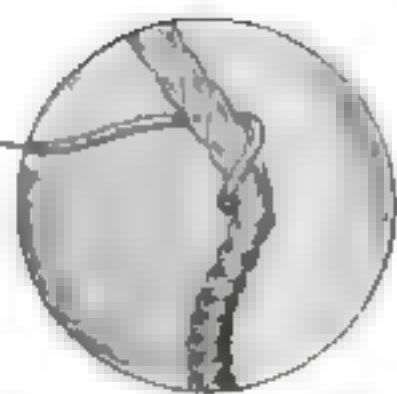


4 Her course nearly completed, Frances tightens herself up for the imminent blanket landing. Note the approving expressions of the upperclassmen who are initiating her.

5 Dizzy but happy, she rests on shaky knees while her blanket-tossing tutors tell her that she has successfully passed the course, is a true Municipal University scholar.



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for **WEAR**
Twisted to Invisibility
for **SHEER BEAUTY***



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LIFE'S PICTURES



Currently in San Francisco, Hansel Meith (above) is a German girl of 28 who has been in the U. S. since 1930. Noted for her photographs of children, she also takes excellent animal pictures, as attested by her sheep-ranch shots on pages 34-40.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

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19, 20—EISENSTADT-FIX
21—EISENSTADT-FIX etc. I. H. THOR. D. MCAVOY
22—H. & E. THOR. D. MCAVOY—INT. EISENSTADT-FIX
23—EISENSTADT-FIX etc. I. H. THOR. D. MCAVOY
24—EISENSTADT-FIX—THOR. D. MCAVOY (2)
25—EISENSTADT-FIX
26—P. L. W. W. EISENSTADT-FIX—P. L. (2), CARL MYDANS—P. L.
27—KEY, INT., P. L.—ACME
28—MARCH OF TIME
29—THOR. D. MCAVOY etc. I. H. J. EDWARD RICE
30, 31—FRANCIS MILLER
32, 33—FROM THE BOOK "EVERYBODY'S PICTURE" BY RUSSELL ARNOLD
34, 35, 36, 37, 38, 39—HANSEL MEITH—OTTO MAGEL
40—FORREST BARNFORD—DENVER DAILY RECORD STOCKMAN, ROCKY MOUNTAIN PHOTO CO.
45, 46, 47—WARNER BROS.
48—INT.
53—INT.—CONLEY E. S. HERMANN INC., NEW YORK—ACME
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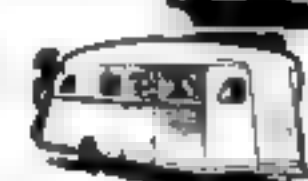
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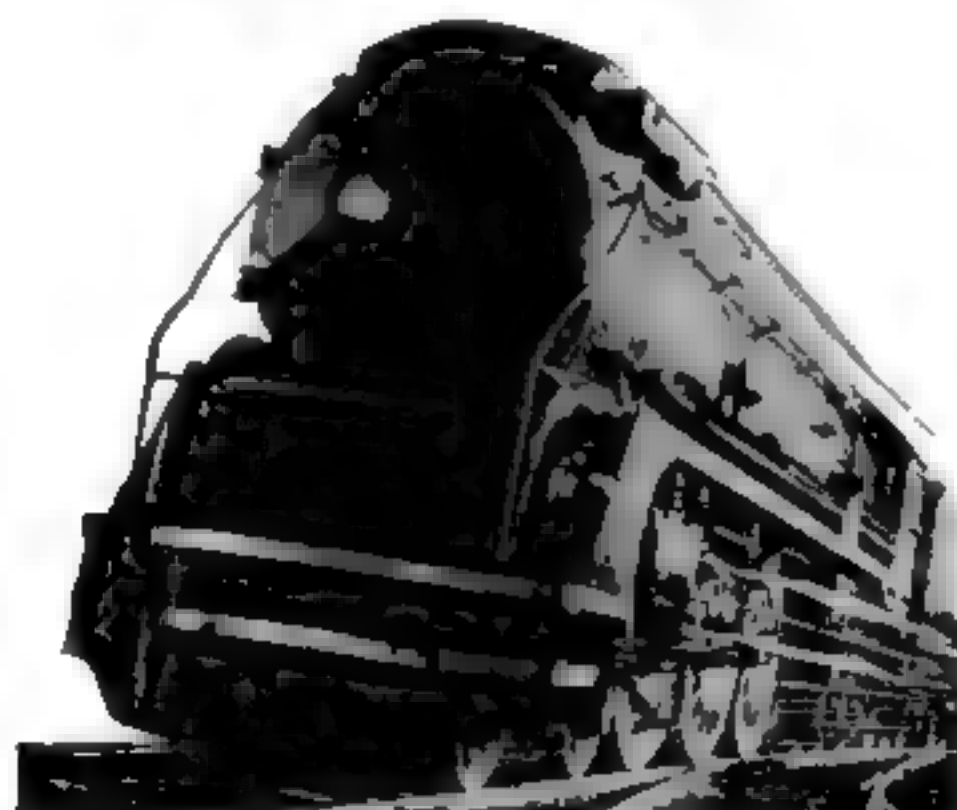
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TRAVELING ENJOYED now by Husband who knows how to zip open lightweight Val-A-Pak, remove what he needs, zip it closed. Stows flat in car; "air-cushioning" plus special compartments keep things neat.



DOLLARS STAY IN POCKET when Husband opens Val-A-Pak, finds both suits crisply pressed, complete wardrobe as fresh as though it had home-and-wife treatment. "No pressing, hellboy," he exults.



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thumbs
down
on you
if—



Don Herold Says:

It's ONE thing
people won't forgive

People may forgive you for arson, for cheating at cards, for dunking your doughnuts, but—

—just you try getting away once with a hint of perspiration odor in an office or at a party

—and you're a marked man forever thereafter, unless.

From then on, you're a fine fellow, BUT—!

Nobody is broadminded about your perspiration aura.

Don't ask me why society is so pitilessly cruel in its scornful condemnation of anybody who thus offends its sensibilities.

Ask me how to avoid the danger of this stigma and I'll say Mum. Thousands of large, male men will bear me out on this.

Mum is a pleasant, fragrant cream which definitely annuls perspiration odor for a whole day, without interfering with perspiration. A dab under each arm does the trick. (Many men also use touches to the feet to insure freshness of hose and shoe linings.)

I wonder if
he means me



Some men are the perspiration-aura type guilty all the time in spite of daily scrubbing. Nobody'll tell you. It's best to assume that you are—and use Mum to insure you aren't.

Start with a free sample from Bristol-Myers, Inc., Dept. Q2-57, 630-A Fifth Avenue, New York City. Write your name on the margin of this column and shoot!



**MUM TAKES
THE ODOR OUT OF
PERSPIRATION**



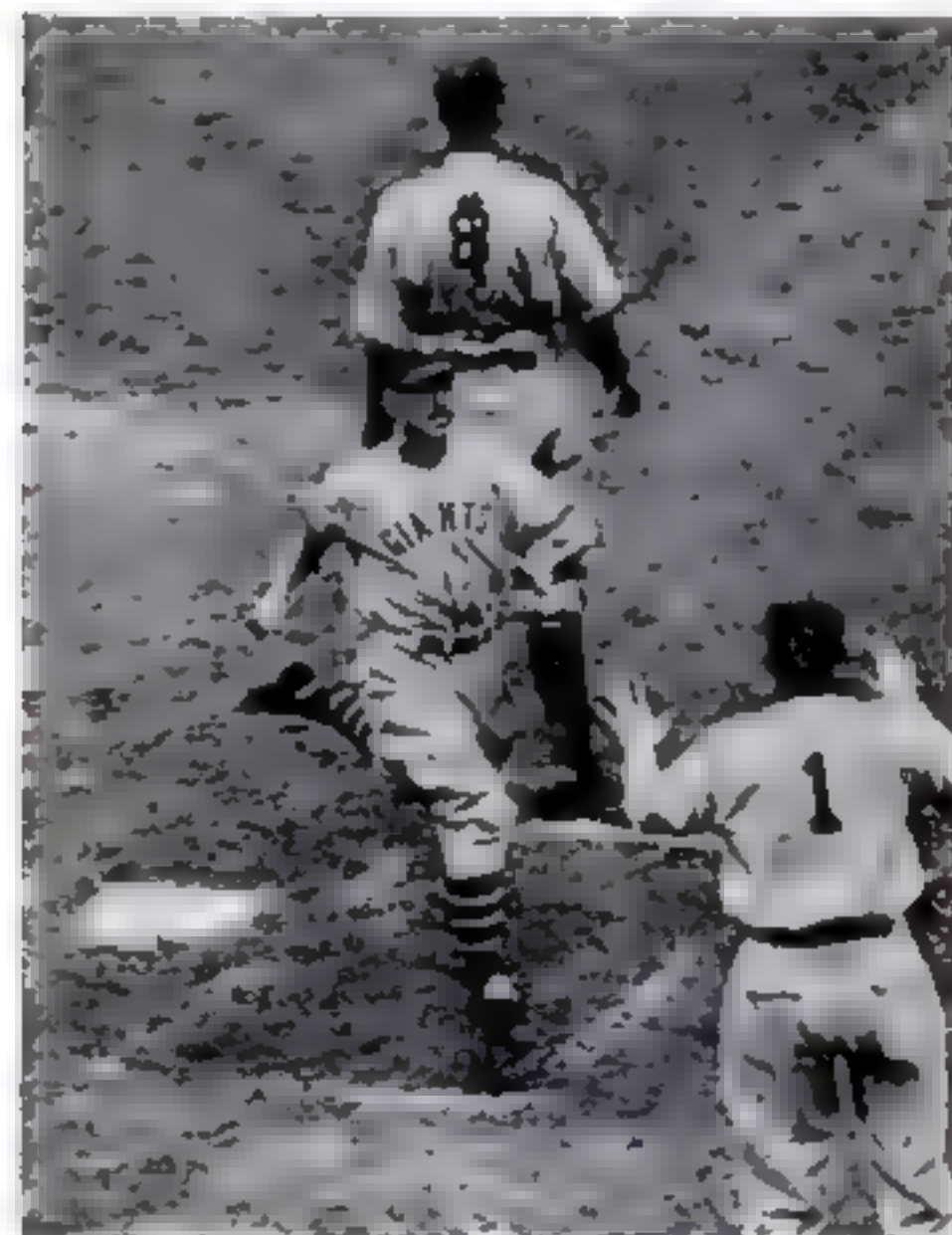
BASEBALL:

Page 24

DICK BARTELL OF THE N. Y. GIANTS IS A PHOTOGENIC EXTROVERT



Daredevil Dick Bartell, shortstop on the N. Y. Giants, is 29, weighs 148 pounds, stands 5 feet 9 inches, and is thus far this year's top home-run hitter. On May 13, he hit his eighth home run. One of the most extroverted men in an extroverted profession, he thoroughly enjoys a good brawl, has an aggressive and colorful personality which has made him the subject of two of this season's best baseball pictures: the one at left, taken during spring training and the action shot at the bottom of the page. Bartell first played baseball in California at the Alameda High School, was traded to the Giants from Philadelphia in 1935. No long-distance slugger hitherto, his 1937 record has the experts guessing.



Last year's World Series saw Bartell score from second in the sixth game as Teammate Joe Moore No. 1 signaled him not to slide. He hit only 8 homers all that season.



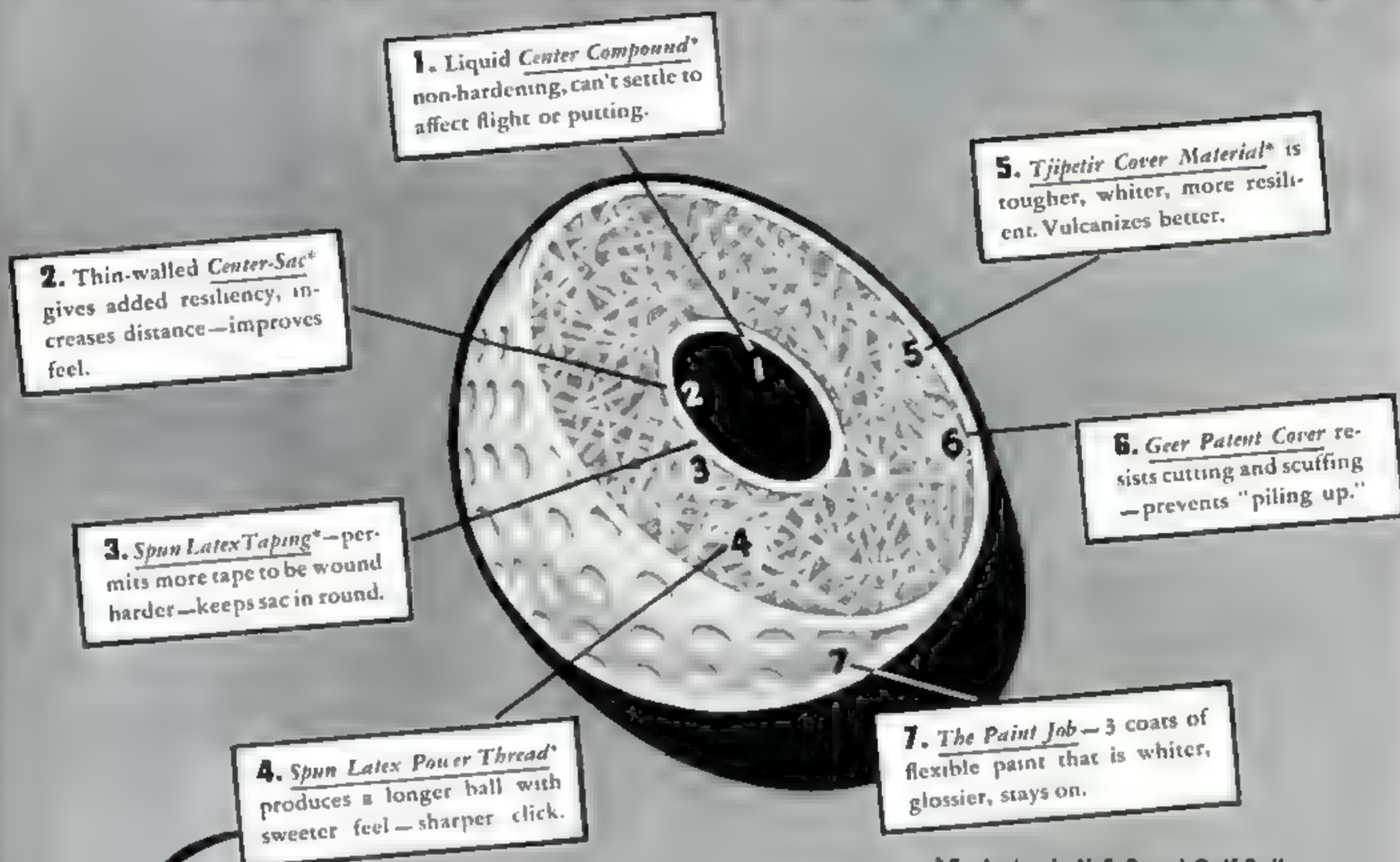
This field fight, which occurred in an early-season game against the Brooklyn Dodgers, was caused by Dick Bartell sailing into Brooklyn Pitcher Van Mungo whom he accused of tripping him up.



These base acrobatics took place in a game May 10 between the Giants and Chicago. Bartell, who has just put Linus Frey out at second and completed a

double play by throwing to first, does a handspike to avoid Frey's slide. Bartell's liveliness on the field has won him the nickname of the "Alameda Insect."

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TENNIS:

ALICE MARBLE GOES TO WIMBLEDON

When National Tennis Champion Alice Marble sailed for England the other day it was with the hope, shared by many a tennis-loving compatriot, of winning the Wimbledon women's title. This laurel only three American women have won thus far: May Sutton in 1905 and 1907, Helen Wills Moody six times between 1927 and 1933, and Helen Jacobs last year. Miss Jacobs will in all likelihood be Miss Marble's strongest opponent in next month's fixture, but since it was she who lost in the national championships to Miss Marble last September at Forest Hills, a new name may well be added to the roster of Wimbledon tennis champions. Miss Marble, at 23, favors shorts (see below), is accompanied to England by Eleanor Tennant, the famed Hollywood tennis teacher who took her in hand six years ago after she had won the California State Girls' title. Turn the page to see what Tennant tutelage has done for the strokes of the No. 1 U. S. woman tennis player.





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IN BOURBON OR RYE

COPY 1937, THE OLD QUAKER CO., LAWRENCEBURG, INDIANA

BRING 'EM BACK ALIVE WITH THIS MOVIE CAMERA



USES 60c FILM!

ONLY \$9.95

This summer—bring the great outdoors back home with the sensational new UniveX Cine "8"—the only precision-built movie camera ever offered at only \$9.95! The only one that uses 60c UniveX Cine Film and takes sharp-as-life movies at less cost than snapshots!

Now for trifling cost, you can buy a lifetime of thrills and enjoyment. The guaranteed, streamlined UniveX Cine "8" is instantly ready for use... free from complicated gadgets, easy to load, simple to operate! So compact it can be "shot" with one hand. With UniveX anyone can take clear, brilliant, theatre-quality movies that can be screened up to 34"x24". All you do is press a button!

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UniveX CINE 8

Announcing the

entry into regular service of the superb

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Super CHIEF

MAY 18th

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W. J. BLACK, Passenger Traffic Manager
Santa Fe System Lines
1050 Railway Exchange, Chicago



QUICK WORK!



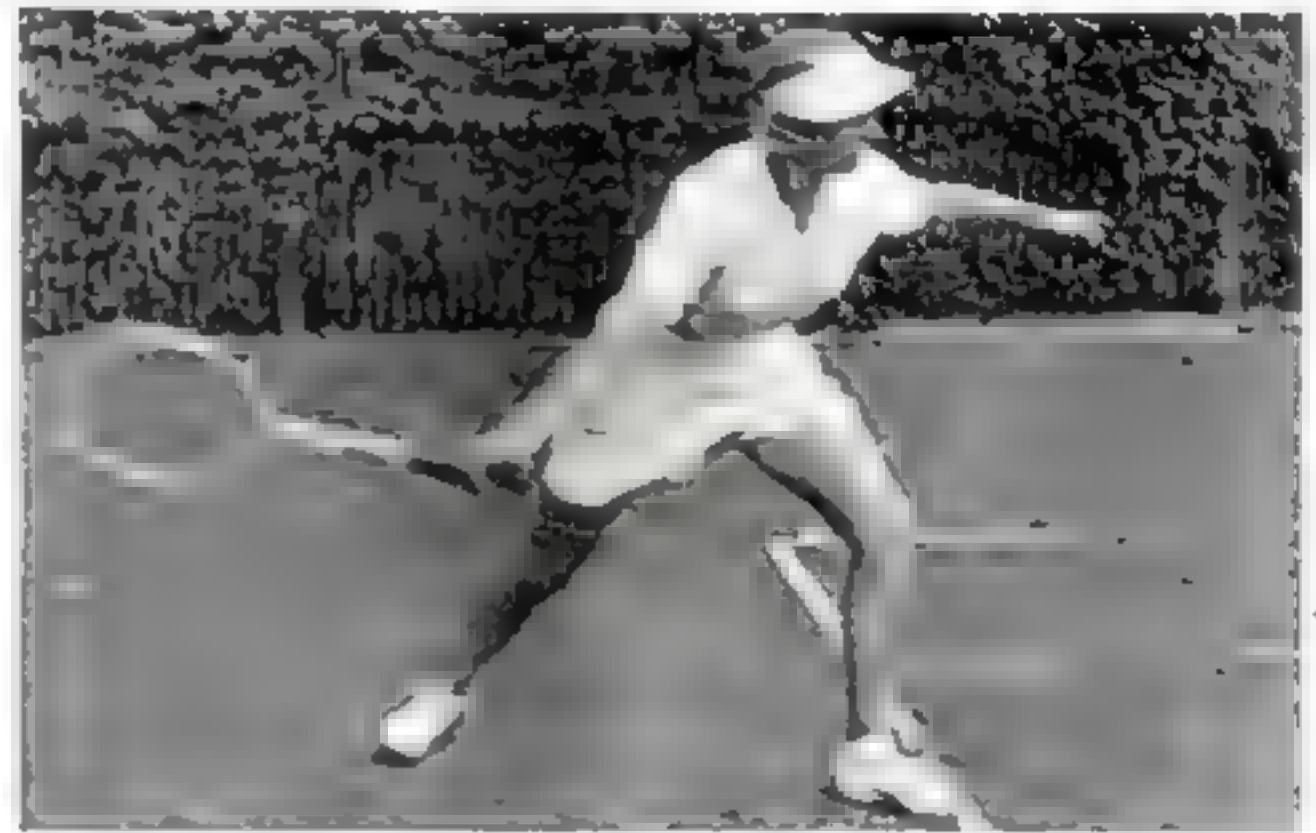
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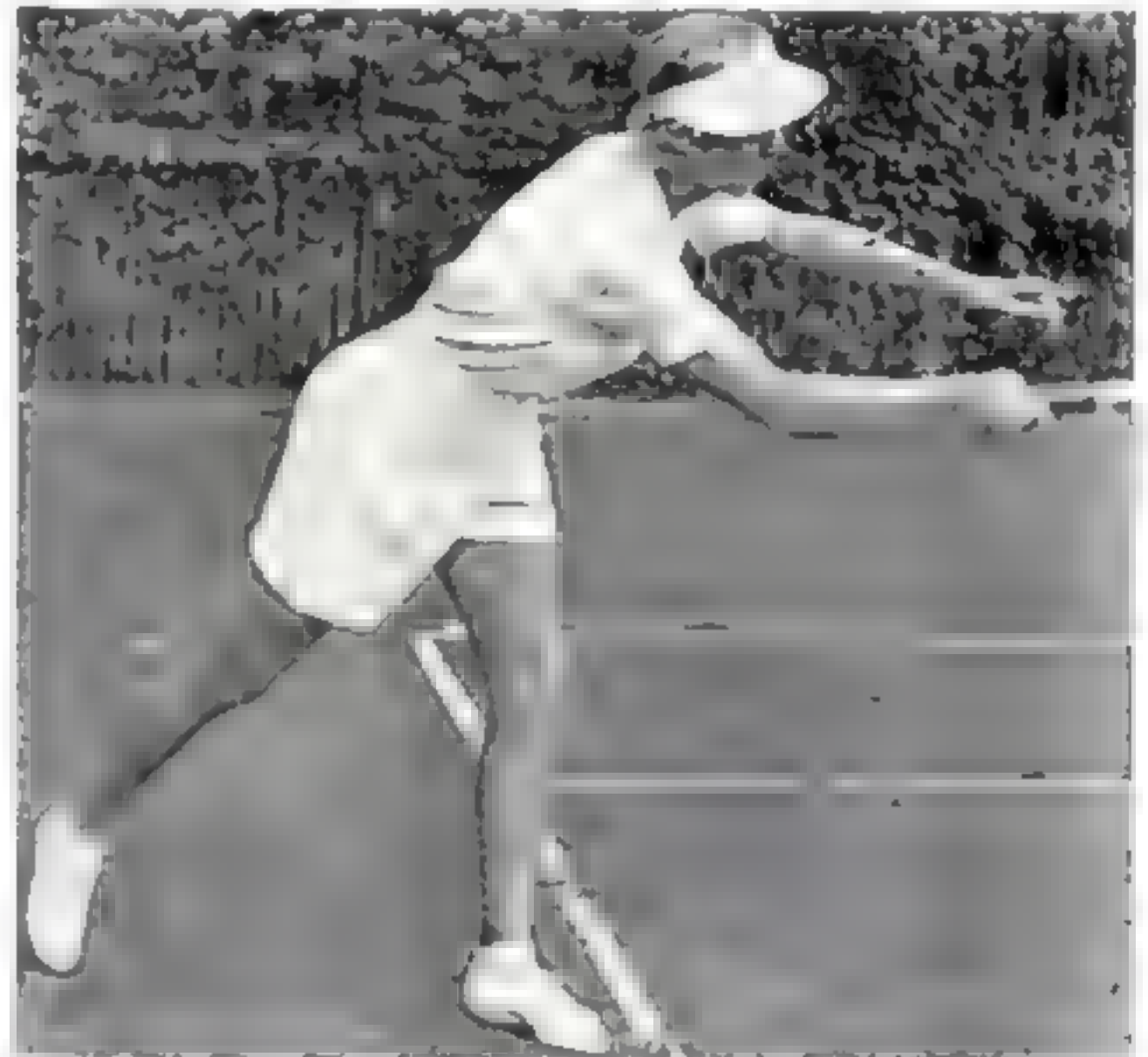
NATION-WIDE RAIL-AIR SERVICE

TENNIS: (continued)

ALICE MARBLE'S COURT TECHNIQUE



Trademark of Tennant-taught tennis players such as Alice Marble is to receive the ball while standing well back, with the racket held even farther back.



The follow-through is another Eleanor Tennant must. Here you see Miss Marble at the finish of a stroke with her racket properly pointing toward the net.



Tennant tutelage weaned National Champion Alice Marble from the Western grip (left), which is like picking the racket up flat off the ground, to the Eastern grip (right), which is like shaking hands with it. The latter grip, which she now uses consistently, enables Alice Marble to serve the men's American Twist which bounces the ball shoulder-high, is hard for women to return.



Precious!

HANDLED WITH CARE BY PULLMAN

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Pullman and Rail—The safe way to go and the sure way to get there



LIFE

Goes to a Party

Before the Derby in Louisville at which mint juleps are the principal beverage



A perfect mint julep expression is here displayed by Jonathan Van Dyke Norman, who critically sniffs the aroma of mint and Bourbon as he holds a silver mug somewhat

defrosted by affectionate handling. A leading Louisville expert on transportation law, Col. Norman is active in local charities, belongs to Louisville's famed Pendennis Club,

Like many another swank sporting fixture, the Kentucky Derby furnished an excellent excuse for many convivial trimmings which had only a nebulous connection with the event motivating them. LIFE last week took you to the race itself, this week LIFE takes you to some of the attendant festivities which enlivened Louisville during Derby Week. Two outstanding functions, pictures of which are shown on these pages, were the mint julep party given by the Julian P. Van Winkles, and the buffet supper which followed, given by Mrs. Henry J. Powell at the country place of her daughter, Mrs. J. Byron Hilliard, whom London's Coronation had won away from Kentucky's Derby. A prominent Kentucky distiller, Mr. Van Winkle is president of the Stitzel-Weller Distillery which makes the Bourbon used in the mint juleps served at his parties. The Van Winkle mint julep formula is to use only 17-year-old stock—either "Old Fitzgerald" or "Old Mammoth Cave"—put sugar and bruised mint at the bottom of the silver cup, pack in finely-cracked ice to induce proper frosting, stick mint sprigs in after two ounces of Bourbon have been poured. After sampling this formula to their hearts' content, many Van Winkle guests drove nine miles out of town to Mrs. Powell's succulent buffet. Louisville people are more sophisticated about Churchill Downs than many a junketing Easterner, and while the coming Derby motivated both parties, conversation by no means dealt exclusively with War Admiral and Pompoon and Reaping Reward.



Tall glasses holding mint juleps, consumed by Kentucky Colonels at the annual Kentucky Colonels Julep Reception held at Louisville's Kentucky Hotel day before the

Derby, were pronounced incorrect by the private party guests shown elsewhere on these pages who drank their mint juleps from silver mugs. Because Kentucky Colonels,

created platoons at a crack, are with some honorable exceptions less picturesque than the mint juleps they imbibe, LIFE chose to show you the latter rather than the former.



The Van Winkle kitchen was a pleasant scene of hospitable preparation as trayful after trayful of silver-mugged mint juleps were sent to the appreciative Derby Week guests.



The No. 1 Van Winkle servant, white-gloved William Kirby, expertly balances a tray of juleps with the second-nature dexterity acquired during 22 years with the same family.



Congential celebrants at the Van Winkle mint julep party included, from left to right, T. V. Hartnett, tobacco bigwig, Mary Van Winkle, the host's daughter, Richard Dewey.



Changing into evening dress, many Van Winkle guests proceeded to Mrs. Henry J. Powell's buffet supper. Above, left to right, Mrs. Rowan Morrison, Gustave Breux, Mrs. William C. Hall and Judge Arthur Peter. The tall glasses contain not mint juleps but Bourbon and soda.



This lovely silver service made Mrs. Powell's buffet supper a celebration pleasing to the eye as well as to the palate. The silver belongs to Mrs. Powell's daughter Mrs. J. Byron Hilbard, at whose home the party was given. The Hilliards were abroad for the Coronation at the time.

We'd like to have you come to WISCONSIN



Where tall trees stand by crystal lakes and air is fresh with breath of pine.

ALL WISCONSIN is waiting to greet you this summer. The woods are green, the birds are singing, the lakes are dancing, crystal-clear, on wide sand beaches the air is fresh with breath of pine, the days are bright and sunny and the nights are delightfully cool.

We think you would like this vacation land of woods and waters, grand climate, thrilling scenery, colorful history and friendly people.

EXCELLENT TRAVEL FACILITIES

A model highway system with 80,000 miles of improved roads makes touring in Wisconsin a rare delight, while modern, air-conditioned trains and comfortable buses give easy access to all parts of the state. You may have your choice of accommodations... beautiful campsites, cabin camps, lakeside cottages, comfortable, quiet resorts or luxurious hotels.

WORLD FAMOUS FISHING

Fishermen from all parts of the country are coming to our world famous fishing waters. Other folks are coming to rest, to play, to camp and tour, to make friends again with Nature in the glorious outdoors.

We'd like to have you come, too. And we'd like to send you a little sample of Wisconsin in a packet of literature that tells, in words and pictures, something of the wonderland that is Wisconsin in the summer.

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WHERE FRIENDS AND NATURE MEET

Life's Party (continued)

Mint Julep Drinker
Mrs. Harry Brest of
Charleston, S. C., en-
joys an animated chat
with Judge Arthur
Peter of Louisville



Mint Julep Drinkers
Dr. L. D. Spears of
Louisville and Mrs.
George Gouge of New
York compare notes
over their drinks

Mint Julep Drinker
Mrs. Eugene Walker
demonstrates how a
Louisville belle manages
to achieve maturity
gracefully and happily.



Mint Julep Drinkers
Mrs. H. Kelly of San
Francisco (left) and Mrs.
J. H. Simpson of Louis-
ville talk things over.



Charming

The charm of LaSalle Hotel is not only its ultra-newness—but also the homelike comfort that has been combined with the smart style in every detail of furnishings and appointments. You'll find everything ultra-modern, but cheerful, warm, and inviting. Everything new but in refined good taste. Women traveling alone will enjoy the style and smartness of LaSalle—the security of a hotel catering to a better patronage and with service alert, considerate and foremost in friendliness.



Come NOW TO ATLANTIC CITY

Join the fortunate thousands who will start their Atlantic City holiday with a visit over MEMORIAL DAY week-end. That day, the official bathing season opens—on the finest, softest, white sand beaches in the world. Now is the time to select a Summer home. Cottages and apartments are available at attractive prices.

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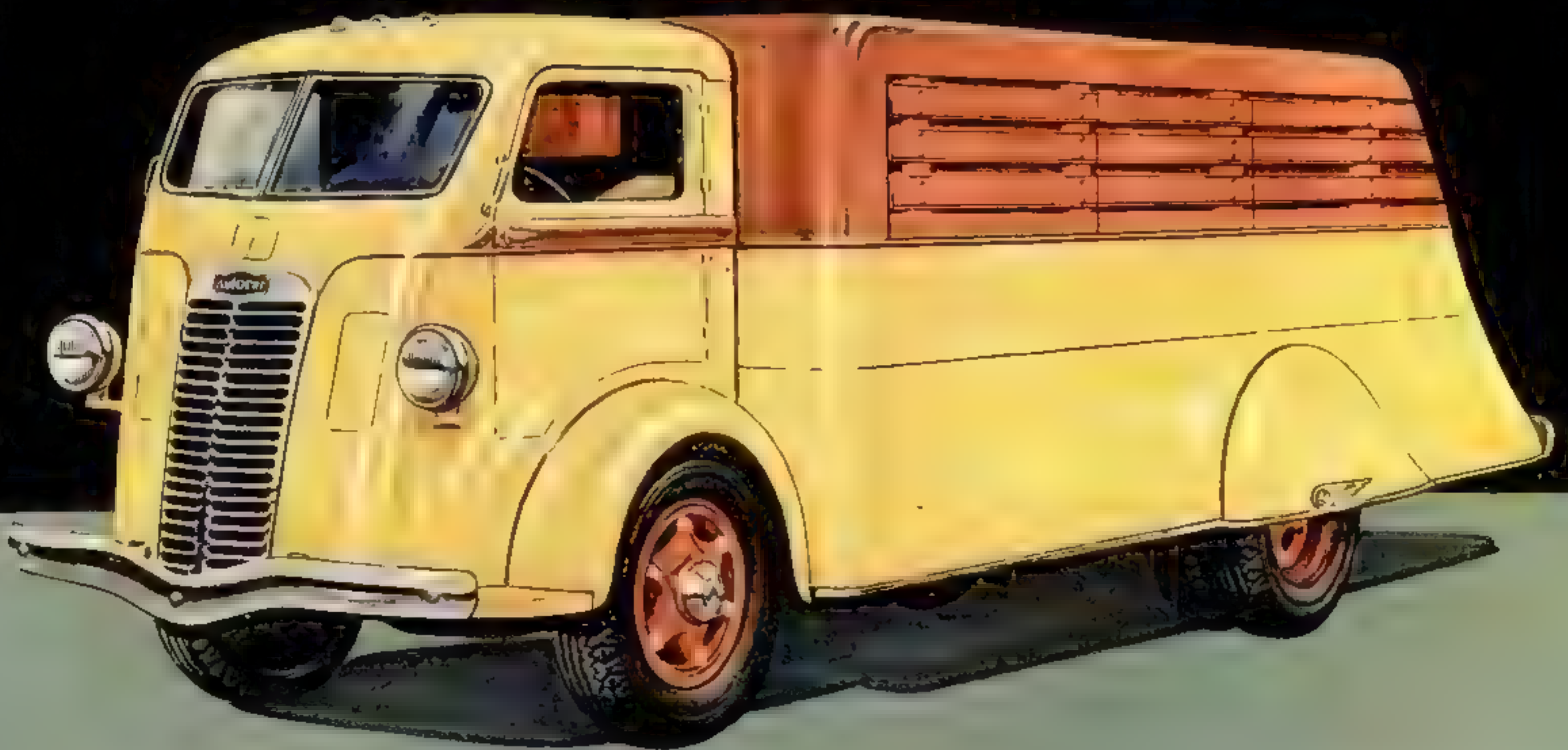
Atlantic City

WORLD'S PREMIER HEALTH AND PLEASURE RESORT

HERE, AT LAST **IS THE SHORT-WHEELBASE** **LOW-PRICED AUTOCAR** **YOU'VE DEMANDED!**

● The originators of short-wheelbase design now offer the lowest priced trucks ever to carry the Autocar name. To do this, these trucks have *got* to be better... Chassis: \$1095 up . . . F. O. B. at Factory.

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AUTOCAR TRUCKS, Ardmore, Pa. Branches in Leading Cities

JOHNNIE WALKER

Witnesses his Sixth Coronation



A large print of the painting in this advertisement will be sent on receipt of 40 cents to cover mailing costs.

JOHNNIE WALKER BLENDED SCOTCH WHISKY

RED LABEL ALL 8 YEARS OLD

BLACK LABEL

ALL 12 YEARS OLD

CANADA DIST. BY J. & F. CO. LTD. NEW YORK, N. Y. SOLE IMPORTER

PICTURES TO THE EDITORS



Death in a Wheel Chair

Sirs:

Here's a picture I took which certainly ought to appeal to your readers interested in news portraiture. The man behind the bars in the wheel chair is George William McKibben, 41 year-old paralytic accused of murdering his mother, Mrs. Elizabeth McKibben, 79. Arrest of McKibben followed a lengthy investigation by police into the woman's death. Beaten severely April 19, Mrs. McKibben rushed into a nearby grocery store and shouted "My son has killed me!" When the woman died April 30, police heard McKibben admit that he had struck his mother with his flat during a

quarrel. This week they arraigned him on a homicide charge.

The dispute referred to arose over an effort of Mrs. McKibben to remove her son from his wheel chair and confine him to bed, all against his wishes.

Later police found a will signed by Mrs. McKibben, naming the cripple executor of her estate which included a safe-deposit box containing a large sum of hoarded money.

Neighbors said McKibben had been known to conceal a gun in his wheel chair on numerous occasions.

GEORGE STROCK

Los Angeles Times
Los Angeles, Calif.

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the World Over
for
Excellent Service



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Rooms for Your Comfort

All Public Rooms
and a limited number of
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Edward T. Lawless, Manager



FOLLOWING SATURDAY



No Shave Like An All-Gillette Shave

— say millions who use only Gillette Blades in Gillette Razor

Is YOUR beard tough and wiry? Is your skin tender? Then a real thrill awaits you when you shave the "All-Gillette" way—with a genuine Gillette Blade in your Gillette Razor.

Here is a shaving combination that is unequalled because both razor and blade are products of the same engineering skill and equipment. They offer you shaving comfort which cannot be had by any other method.

If you have strayed away from using Gillette Blades in your Gillette Razor, make this test tomorrow morning. Use a genuine Gillette Blade in your Gillette Razor and see if you don't enjoy the smoothest, most comfortable shave you ever had!

Reputable merchants never offer substitutes for Gillette Blades. Always ask for them by name!

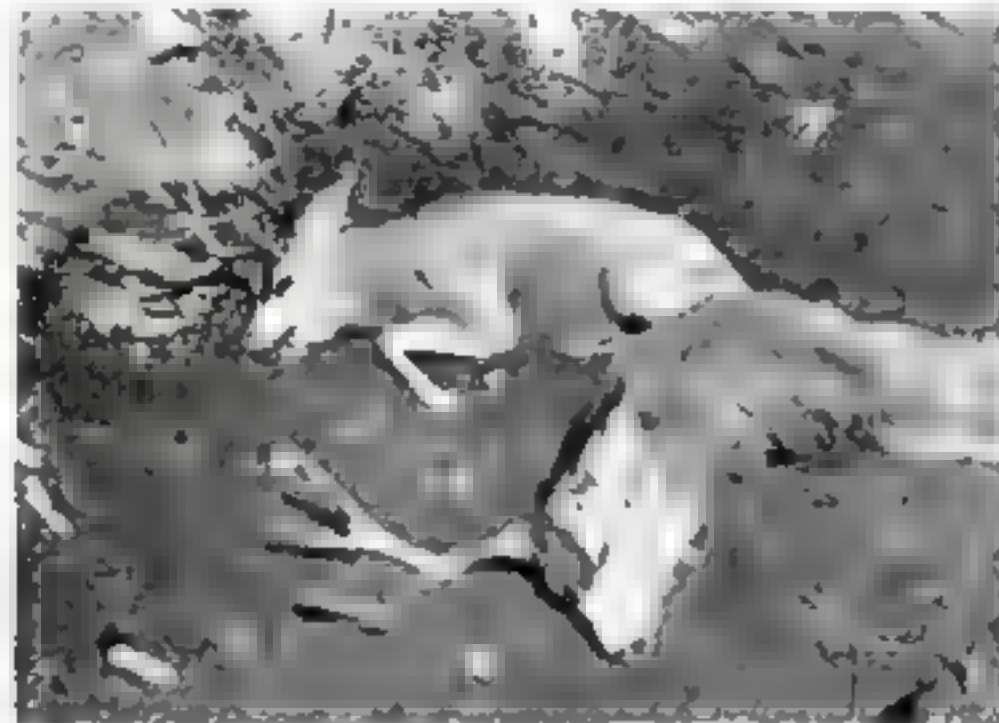
Smile and sing with Milton Berle and other stars on Gillette's "Original Community Sing" radio program—Every Sunday night over CBS Network—Coast to Coast



Gillette Blades
Precision-made for the Gillette Razor

PICTURES TO THE EDITORS

(continued)



Buck r. Buck

Sirs:
In Weber Canyon near Ogden last fall two buck deer met and fought until one was killed. During the struggle their great horns became hopelessly interlocked. The victor was doomed to die with the vanquished until fate intervened in the form of some Union Pacific laborers working nearby. They hurried to the

scene and with a shotgun blew off one horn of the dead deer. After resting for 45 minutes the live buck managed to get to his feet and wobble off into the densely wooded hills. In the top picture you see the two animals as the U. P. crew found them. In the other the dead buck is minus a horn and the live one is catching his breath.

MORRIS LESSER

Ogden, Utah



Swarm

Sirs:

On April 24, Mrs. Leah Gamble parked on Clematis St. When she returned to her car, she found this swarm of bees on its rear end. Clematis St. hasn't been so lively since the Sun Dance parade. Finally a couple of experienced apiarists arrived on the scene and succeeded in getting most of the swarming bees inside a hive they brought with them.

LOUIS CAPRON

West Palm Beach, Fla.

Vacation Ahead! Learn about Boats from

this **FREE BOOK**
"BOATS and BOATING"



It's new. It's complete. It's the first book of its kind. "Boats and Boating" has been published by the National Association of Engine and Boat Manufacturers so that all who love the water may learn how easy it is to Own a Boat and Get Afloat. Chock-full of facts loaded with pictures, "Boats and Boating" illustrates and describes every type of modern pleasure craft—jaunty Outboards, Runabouts, Sa-lheats, Cruisers. The sparkle of sunlit water dapples the pages telling of the fun and relaxation a boat brings to the whole family. Get your copy NOW and prepare for happy, healthful days! The edition is limited. Mail the coupon TODAY. Dept. L, National Association of Engine & Boat Manufacturers, Graybar Bldg., New York.

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Going to Philadelphia?

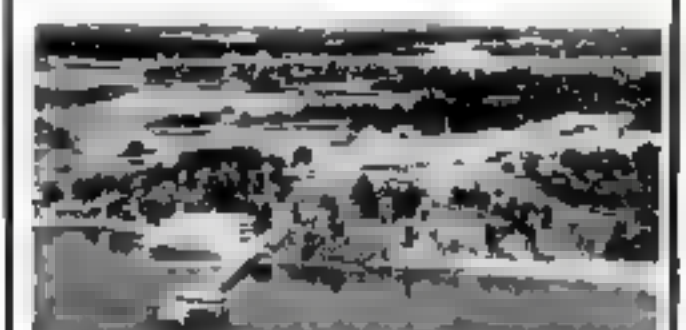
That means the **BELLEVUE-STRATFORD**

MODERATELY PRICED
CENTRALLY SITUATED

"Best Food in Philadelphia"

Claude H. Bennett, Manager

The **Wentworth by-the-Sea**
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WHERE **LIFE** IS BETTER

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Enjoy Swift Train Travel In Comfort...Take—



Alka-Seltzer

Has Many Uses

Check This List - See if You are Getting ALL The Benefits Alka-Seltzer Offers

HEADACHE
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ACID INDIGESTION
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MUSCULAR ACHES & PAINS

There is nothing quite like a glass of Alka-Seltzer for quick relief of common everyday ailments. An Alka-Seltzer Tablet in a glass of water makes a sparkling, pleasant-tasting solution. You drink it and it gives prompt relief in the pain and discomfort and so cures the excess acid condition which is often present.

ALL DRUGGISTS - 30c and 60c Packages



HANDEE

Tool of 100 Uses

Grinds - Drills - Cuts
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A whole shop full of tools in one for work on all metals, alloys, bone, resins, glass, granite, wood, etc.

Uses 200 accessories. Saves hours of tedious work. 13,000 r.p.m. AC or DC, 115 volts. \$10.75 and up, postpaid. 3 Accessories Free

DE LUXE MODEL.
For constant service, nothing compares with this easy-to-handle production tool. Saves time and labor. Fastest, smoothest, most powerful tool for its type and weight. 25,000 r.p.m. \$18.50 postpaid. 6 Accessories Free.

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Pleasure and Profit with a Handee. Easy working plans for making many interesting and unusual projects. 25c stamps or coin.

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HOLLAND

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Oil-Furnace Air Conditioner



A New "High" in Performance . . . A New "LOW" in First Cost and Fuel Cost

TO MANY thousands who have always thought of air conditioning as beyond their means . . . here's great good news. Now Holland offers you an entirely new kind of system which advanced engineering has made so low in cost and so amazingly economical that even modest incomes can afford it.

In winter it gives you complete air conditioning. Every room is comfortably and uniformly warmed by automatically controlled circulation of clean, scientifically filtered and humidified air. No drafts—no cold spots—no unhealthy dryness—and, of course, no furnace tending. An automatic built-in oil-burner fires your furnace silently, cleanly and economically.

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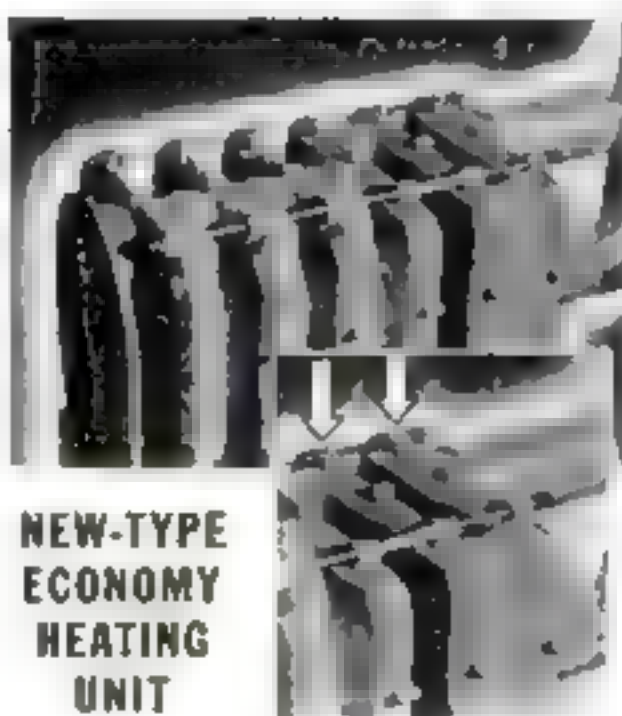
EASY . . . LONG TERM PAYMENT PLAN

It's so easy, too, to obtain all this comfort. All financing is done by Holland. No delay or red tape. We handle everything for you. Small payments on long term plan. Why not get all the facts? Mail coupon below at once.

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☐ Send Oil Furnace Air Conditioner folder.
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**NEW-TYPE
ECONOMY
HEATING
UNIT**

Long life and the utmost in fuel economy is assured by this unit of Hollandized Cast Metal. It stores up heat long after the burner stops. Consequently the burner does not operate nearly so often. Furthermore, every square inch is active heating surface and heating capacity is greatly increased, by the heat-retaining section shown in the smaller illustration.

HOLLAND

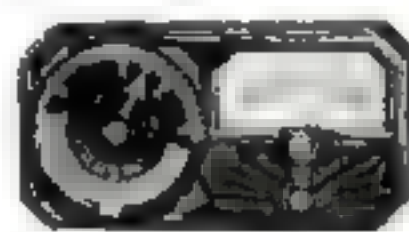
FURNACE COMPANY

HOLLAND, MICHIGAN

World's Largest Installers of Home Heating and Air Conditioning Systems



At a proud moment like this, what a tragedy to misjudge exposure! But with your camera, and a WESTON Exposure Meter to give you the correct camera settings, you can live this day forever. Simply point the tiny WESTON at the subject, and it tells you the exact "f" stop and shutter speed to use. You'll get perfect pictures every time . . . shooting outdoors or in . . . with a still or movie camera . . . any type of film. Be sure of every photograph, from



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PICTURES TO THE EDITORS

(continued)



COOL Smartly styled for Summer

Swing into summer with these new "Tropic" Free-Swing Suspenders by Paris... they look cool because they are cool. They will hold your trousers in unwrinkled perfection... and help preserve your trim, crisp appearance.

To summarize... be summer-wise... get several pairs... one for each suit. In a galaxy of summery patterns and colorings... all with the famous "Free-Swing" swivel-action back... "Can't skid off your shoulders." Comfortably priced... \$1 for most styles.

Styled by the makers of "Tropic" Parts Garters and Sport Belts

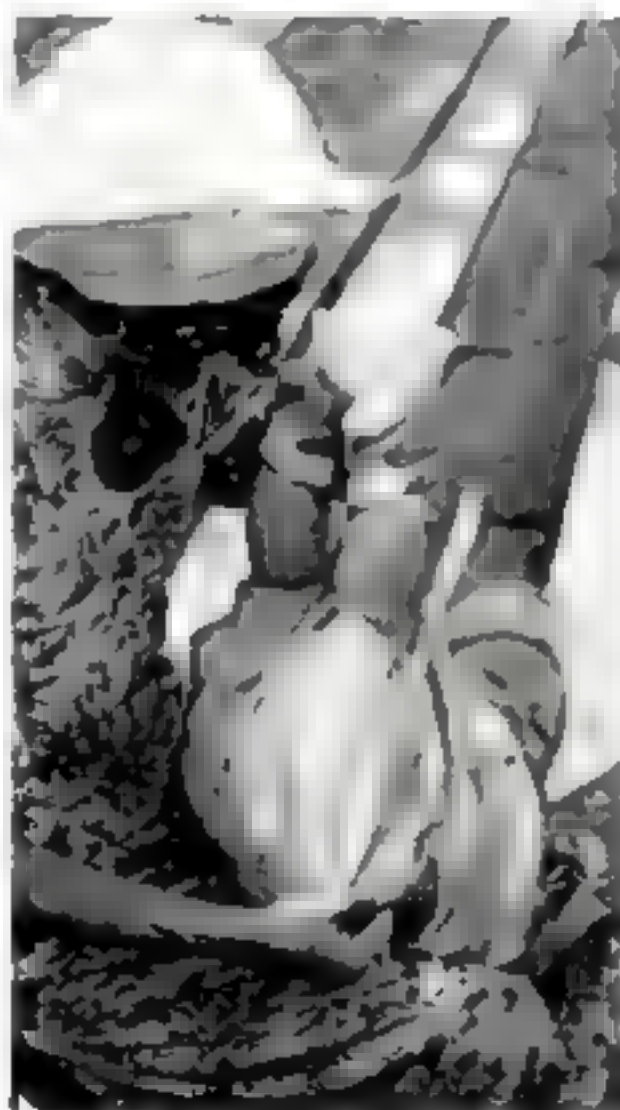
A. STEIN & COMPANY
CHICAGO NEW YORK TORONTO



Baby Day Sins

Babies, like puppies and kittens, are, I admit, routine photographic subjects and baby shows are as common and perpetual as the babies themselves. Last week, however, I encountered a particularly good baby show at Exposition Park in Los Angeles. I am enclosing some samples of close-ups of the little rascals. In order to keep up with the active movements of these kids, I took all my pictures at f-8.3 and 1/200 second on 35mm. Superpan film.

HELEN K. MORGAN
Hollywood, Calif.



Skin Blemishes Made Life Unbearable Resinol Brought Relief

If an ugly, broken out skin makes you unpopular, and you're tormented also by the itchy, stinging soreness—you owe it to yourself to try Resinol Soap and Ointment before giving up hope of relief.

For more than 40 years the bland medication of Resinol has been found effective in the external treatment of common skin outbreaks. It soothes the irritated oil ducts where most surface pimples start and helps nature heal these red, disfiguring spots.

Resinol Soap is a ready aid to Resinol Ointment because it cleanses so well, yet is gentle enough for the tenderest skin. Resinol products at all druggists. Try this treatment a week and watch your skin improve. For free sample of each, write Resinol, Dept. 10-D, Baltimore, Md.



Resinol Ointment and Soap

OWN A MOVIE CAMERA!



For the first time you can buy any national known movie camera on terms as low as 10c a day! In business with the largest firm dealing exclusively in movie equipment. Send for free illustrated catalog giving complete details. Modern Camera Exchange (Dept. 34) 1270 Sixth Avenue (Radio City) New York.

EASTMAN KEYSTONE UNIVEX 10c A DAY

IT'S THE SALT THAT MAKES IT SO REFRESHING

This new dentifrice discovery (U.S. Patent 1968858) not only protects and beautifies your teeth but leaves your whole mouth amazingly refreshed and clean. Try a tube.



Worcester Salt Toothpaste



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ABOUT YOUR
SHOE
APPEARANCE
? ? ?

Insist on
BAG OF

which both cleans and waterproofs White Buck, Suede and Fabric Shoes

GEO. J. KELLY, INC.
LYNN, MASS.

LIGHT ON THE JUNE NEWSFRONT:



After the honeymoon young people start to think of gifts in terms of use. Lucky the bride whose new home will have the charm, beauty and sight-saving qualities of these new I. E. S. Better Sight Lamps. Not only do they give several times as much light as ordinary lamps, but they filter the light to reduce harmful glare. As a wedding gift, any I. E. S. Better Sight Lamp is a gift of better living... a creation of beauty and cheer that lessens the dangers of eyestrain, nervousness and fatigue often caused by poor lighting.



Ross Stewart, noted authority on home decoration, has the following to say about I. E. S. Better Sight Lamps:

"... There is no need to sacrifice lighting beauty in order to get scientific eyesight protection. Many of the new I. E. S. Better Sight Lamps I have seen are as much the product of the artist as they are the seeing specialist. It is gratifying to see decorative art and science working so closely together."

Mr. Stewart, who heads the Department of Interior Decoration for W. & J. Sloane, New York, studied and practiced Interior Decoration in New York, Paris and London. He was decorator for the W. & J. Sloane House of Today at the Chicago Century of Progress and the House of Years in New York. He is the co-author of Home Decoration, a complete guide on the subject.



WHAT! WHAT! OH WHAT! to give Agatha's youngster who is marrying the Mallow boy... What about young Bill about to be graduated from grammar school?... Anne will be entering college next Fall. What's that? How about an I. E. S. Better Sight Lamp?



Only three out of five children reach college age with normal vision. Good lighting is as necessary to growing children as plenty of fresh air, pure water and exercise. The soft, glareless light from I. E. S. Better Sight Lamps is not only a potent aid in protecting priceless eyesight, but an important factor in producing better grades. The first I. E. S. Better Sight Lamp was produced for young eyes. Today, in less than three years, over 2,000,000 I. E. S. Better Sight Lamps are protecting old eyes as well as young, and adding new decorative beauty to millions of homes.

Light up the favorite pipe and an I. E. S. Better Sight Lamp for real "after dinner" comfort. "Slippers for the eyes" is the way many older folks refer to the soft, abundant light they get from these beautiful new lamps. Prospective buyers everywhere are now buying lamps only after seeing the I. E. S. Better Sight Lamp tag on their prospective purchase and witnessing a "Seeing is Believing" demonstration.



Better Sight I.E.S. Lamp Makers

I. E. S. BETTER SIGHT LAMP MAKERS 1-5
2116 Keith Building, Cleveland, Ohio
Gentlemen: Send me a free copy of your folder "Seeing is Believing."
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Address _____
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FLOOR POX



Feet—scuffing, ruthless feet tramping over bare floors—in doorways and between rugs—cause “Floor Pox” . . . (ugly, worn spots that ruin the beauty of any home). But, say the makers of Johnson’s Wax, “Floor Pox” can be prevented.



Feet can't hurt this floor . . . Johnson's Wax applied a few times a year provides a protective coat of rare beauty . . . ends the threat of “Floor Pox.” It takes very little work and costs but a few cents a room to keep floors looking like this. Be sure you get the genuine Johnson's Wax.



By Appointment To His Excellency
THE GOVERNOR GENERAL OF CANADA



As Enjoyed in the Home of

**MR. HENDRICK
VANDERBILT DURYEA**

Mr. Hendrick Vanderbilt Duryea, descendant of the old Long Island Dutch family, makes a hobby of foreign cars and is head of the studios which produce the famous photo-murals under the name of Drix Duryea.

The richness and rare mildness given to this 60 proof, imported whisky by six full years of mel-

lowing in charred oak casks, have made "V.O." uniquely popular for long, cool summer drinks.

A FINE IMPORTED WHISKY

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EN GARDE!

Presenting Joanna de Tuscan — ideal American Girl Athlete — talented, attractive, fond of dancing, and newly crowned **WOMEN'S FENCING CHAMPION OF THE U. S.**



Today the sport of fencing puts much the same value on healthy nerves and unfailing alertness as did the deadly duels of long ago

IN Joanna de Tuscan's own words: "A person who twitched or didn't have nerve control would never stand out in fencing. My No. 1 reason for smoking Camels is — they never jangle my nerves. I enjoy smoking so much — and the cigarette that I find permits me to smoke as often as I please is Camels. It's Camels for me always 'for digestion's sake' and when I need extra energy too. They're so mild and never make my throat harsh or rough."

40 YEARS A RAILROAD MAN — 15 years a Camel smoker. "I'm proud to be the throttle man of the 'crack' Limited of the N. Y. Central," says Charlie Chase. "And I don't take chances with my nerves. I smoke Camels — smoke 'em day in and day out."

'ROUND THE WORLD IN RECORD TIME. Dorothy Kilgallen, girl reporter, assigned to circle the globe, made it in 24½ days. "It was a breathless dash," she says. "Camels helped to keep me going. I'll bet on them any time. I know they don't frazzle the nerves — ever!"

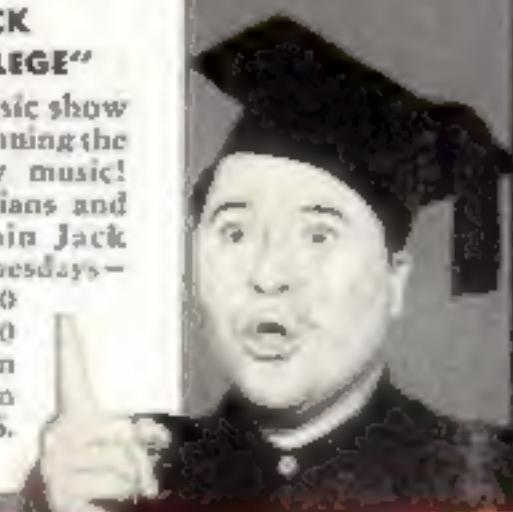
COSTLIER TOBACCOS

Camels are made from finer, **MORE EXPENSIVE TOBACCOS** . . . Turkish and Domestic . . . than any other popular brand.



HEAR "JACK OAKIE'S COLLEGE"

A gala fun-and-music show with Jack Oakie running the "college"! Catchy music! Hollywood comedians and singing stars! Join Jack Oakie's College, Tuesdays — 8:30 pm E.S.T., (9:30 pm E.D.S.T.), 7:30 pm C.S.T., 6:30 pm M.S.T., 5:30 pm P.S.T., WABC-CBS.



CAMELS NEVER GET ON YOUR NERVES

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MR. LEON HORDAN
3217 WEST 64TH PLACE
CHICAGO ILLINOIS
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